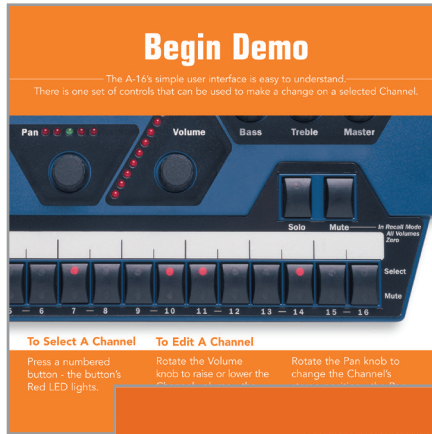
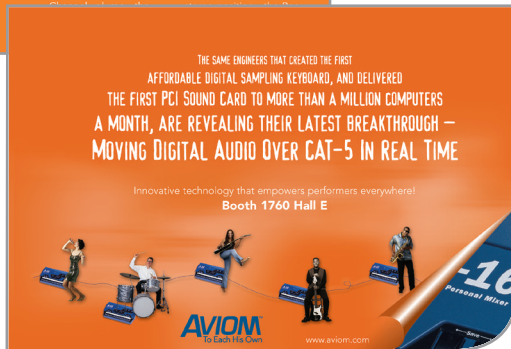


Case History



Point of Purchase Display



Tradeshow Ad

Situation: A group of professionals with a previous association at an established music industry manufacturer started a new business in the same industry. The prior manufacturer was known as an innovative sound engineering company.

The initial product lines of this new company built on that reputation and solved a problem that performing and recording musicians experience.

The company hired Hunter to develop the positioning and brand for their company and product line.

Objective: Create a dynamic brand that would connect with the various target audiences and stand out in a very competitive industry.

Strategy: Establish the brand's personality as innovative but user friendly. Establish the brand as first in a new category: personal monitoring devices.



Tradeshow Booth

Outcome: The brand was positioned as dedicated to empowering the individual musician (by giving them control of their own monitoring devices). The first units hit retail stores in early 2003. At the NAMM Tradeshow, contacts were established for 11 countries.



Hunter is a brand strategy and communications firm that helps companies build their businesses through the power of a strong brand. For more information, please visit our website at www.rjhunter.com or contact John Willis at john@rjhunter.com or 877.363.0606 x801.