

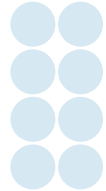


who?

Dek



why?



With resources from an acquisitive parent, a small manufacturer of cable accessories sought to transform itself into a significant player in the burgeoning data communications market. After adding several product lines through both acquisition and internal development, Dek needed a unified and distinctive brand presence—along with a high-powered marketing program to launch into multiple new markets simultaneously.

how?



FUSION started at the beginning: identity. We created a brand structure and bold, new graphic theme that carries through all executions. Next, FUSION implemented a comprehensive marketing plan that included advertising, sales tools, trade shows, publicity and an extensive website.

A customer and prospect database was developed, with enhanced search and sorting features that drive targeted direct mail for new product announcements and promotions.

While not a household name, Dek is fast becoming the brand of choice in key commercial markets.