



New look for Digitronica.it

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Brand: rosselladigi

Sector: B2B Services

Country: Italy

Category: Specific Creation; Above The Line : Print; Design : Web, Graphic Design

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Budget: \$1 920

Status: Closed

Language of Solutions: Italian

1 Step Brand Builder

[who has written the BootB Brief for BootB Creators ?]

Digitronica.IT is a company founded by three members with more than thirty years of experience in Information Technology. The area where Digitronica.IT is expanding is extremely complex. We are speaking about enterprise security meaning the integration of physical security (access to sites, access to certain perimeters ...) and logical security (access to business information systems). We are not meaning Anti-Virus, but more complex applications that involve business management and staff management contemporary. Digitronica.IT offers tailored made solutions for every need, to support the Security Managers (Security Manager or Risk Manager) of the major national companies in every sector they work. After a well established and highly personalized contact with the customer, Digitronica.IT analyzes deeply company issues related to sensible data protection, staff data protection and to the protection of all the informations and the places which are at risk of intrusion. All the solutions will be developed either through a physical or a logical approach constantly interfaced each other. The physical approach means that Digitronica.IT will interact with the pre-existing security facilities, optimizing them through Digitronica.IT applications. The logical approach, instead, means that Digitronica.IT will create and develop tailor made software solutions that the customer can easily use thanks to Web technology that sets them apart.

Once the software is developed, Digitronica.IT ensures a complete post-sale service, making the customer feeling safe and then accompanied through a technology route that involves and does provide all areas of the business between them, at various levels according to their location.

2 Step Project Objective / Description

[what is the Brand Builder looking for ?]

The need now arises from a non-trivial difficulties. Digitronica.IT fails to make its work accessible and comprehensible. Fails to understand the actual current value and the actual exclusivity of what it creates.

The current image is based on the product, it is represented by a series of CDs (or how everyone focuses simply software) from here have been two main problems the first is that identification with a CD is limited to the very conception of real activity. To make you understand, is that once developed the software, Digitronica.IT, actually do not deliver a CD to the customer. Since all developed in Web technology, the use of data is available to anyone with credentials for access and an internet connection.

The second problem arose because each product was associated with a different CD, accompanied by their name and explanation, each product is thereby identified as closed and separate. Another shortcoming, since each application is actually very open and adaptable to any need, also the applications talk to each other creating a comprehensive suite of risk management throughout the enterprise in all its facets. We are therefore an extremely limited compared to the potential that is able to develop the company and its staff.

Which translates into:

- Logo restyling Digitronica.IT with proposed new pay-off

- Logo will remain virtually unchanged in color and symbol in the chart above. The payoff should be simple, intuitive, English or Italian, and make clear immediately the activity. Layout graphic restyling briefcase presentation (see appendix available after the first day of competition): even here simplicity, prevalence of white and colors that distinguish the brand Digitronica.IT
- A press campaign (a subject) that appear throughout Italy, on magazines and not with an entire page: the image will help to understand at a glance the activities Digitronica.IT, strike the eye at first sight a person tired of seeing locks, doors, cameras and badge, the copy (Italian or English) must be oriented on a consulting approach (the copy is optional). Website layout should be professional, extremely simple, transparent and easy navigation, not involving the use of Flash
- The main menu of the site will be the following: **About Us, Solutions, News, Press Releases, Client Area, Contact**. We ask only home layout with a presentation of the Firm, based on a consulting approach

3 Step Target Audience

[who should you influence ?]

Responsible for the safety of the largest Italian companies, risk managers, security experts, consultants Corporate Security. Notoriously these positions are covered by former representatives of the Police Force (Police), but ultimately these are flanked Manager trainees within the department of Information Technology, which therefore have a more technical and thorough preparation. People are extremely careful about how they propose, what they say publicly, expect much attention, confidentiality and respect by those who present themselves as partners. These are men who have around 50 years with a good general culture, who prefer the human relationship at all to build lasting partnerships.

4 Step Proposition

[what does the Brand want the target audience to get / understand / do ?]

We would like to clear to Digitronica.IT's Target, that we create and customize applications for managing enterprise security understood as integration of physical security (access to sites, access to certain perimeters) and logical security (security of all information through the ' company in terms of access to the premises unattended or not, certain areas within the Information), the management and protection of Information Systems, using all the facilities of the company has to analysis. We would like to build confidence, reveals our expertise and reliability, we offer a consultancy service, we solve the problems encountered step by step with the customer.

5 Step Support

[why should the target audience believe in the Brand's proposition ?]

Because Digitronica.IT has extensive experience in the field, is known for its transparency and credibility and experience gained over time. Because it offers products and intuitive problem-solving that can form the basis of good business management. Because his offer is the only for completeness at the sectoral level, and research skills developed.

6 Step Character

[what are the features that define the personality of the Brand ?]

- Transparent.
- Enterprising.
- Highly adaptable and flexible.
- Consultative approach to finding the best solutions that optimize the result for the client.
- High degree of assistance and ongoing support personnel.

7 Step Media Plan / Placement

[where will your work appear?]

On magazines and online on our website.

8 Step Additional Executional Elements

[any other information the Brand wants to share with you]

Digitronica.IT needs an image consistent with its values of transparency and dialogue with the customer. The report must be immediate and direct. The color preference is white, and colors that make up the mark. The type of communication must be very attractive and original both in the Copy the graphic / image. Must hit for its

directness and simplicity in conveying a message rather extremely complex and articulated.

The file should be proposed. Pdf, or. Jpg.

The winner will be required graphic layout of the file format requested by the Executive journals for publication, the Executive Board of the folder, and a possible support for conversion to html file layout of the Site in vector brand accompanied by pay- off.

Enclose the logo, the emblem image advertising campaign last presentation and the old folder (we apologize, but the files will be attached after the first day of competition). Any other information can be found on our current site: www.digitronica.it