



## Rebranding DRADIS, LLC

### THE CHALLENGE

The CSCI Marketing and Communications Group was asked to do rebranding work for DRADIS, LLC, a small company with a single product specializing in disaster, range and distance recovery, near-real-time analysis. DRADIS' objective was to rebrand its proprietary product, DISCIS, and acquire a trade show booth design for an upcoming industry event in less than three weeks.

### THE STRATEGY

To meet the challenge of rebranding the DISCIS product, requirements and specifications were gathered and a timeline was developed. Next, a brainstorming session was held by CSCI's Marketing and Communications Group to arrive at a new name to replace the acronym-based name, DISCIS.

Careful consideration was given to the product's attributes, capabilities, and target market. The product features near-real-time analysis capabilities for natural disasters that could potentially have a severe impact on the national critical infrastructure, and it was determined that the rebranding should be relevant to this important issue within state, regional, and national emergency analysis and response.

The rebranding process also took into consideration the possibility of product line expansion. Considerable efforts ensured names could be classified into related groupings in the event that associated products were developed in the future. Several themes were established from which to consider naming ideas, such as the names of Greek and Roman gods, words inspired by the names of characters from science-fiction, words that evoke guardian-like qualities, as well as words related to disasters, mapping and analysis.

### THE RESULTS

After two extensive sessions and a thorough elimination process, a final list of names was developed and presented to the client, along with an explanation of the origin of each name and how it could best be marketed. From the

choices presented, the client chose "VOYANT," a derivative of the word "clairvoyant," suggesting the product's unique predictive and analytical capabilities.

After the new name was chosen, the CSCI design team created the product logo. Three distinctive concepts were presented to the client:

- ◆ **Globe** – Presenting the idea of a "globe" with suggestive colors that are associated with emergency tracking information (red, gold/yellow, purple).
- ◆ **Reveal** – The word mark "VOYANT" was revealed amidst a spectrum of emergency-driven colors. The concept is that "Voyant" reveals accurate and precise information amidst overwhelming amounts of data.
- ◆ **Analytics** – The shapes in this concept are inspired by sectional color fields on an Impact Analysis map and represent "scattered" information.

In addition to the rebranding effort, CSCI presented various trade show booth configurations, design concepts, and pricing information to DRADIS for consideration. With CSCI's recommendation, DRADIS selected four modular signs that could be placed side-by-side within a 10'x10' space for upcoming events. Each sign had interchangeable panels that could be easily secured onto the accompanying hardware. This was the most feasible and cost-effective option for DRADIS, providing flexibility, minimal setup and transportation requirements and a savings of close to \$10,000.

The design process was a highly collaborative effort between CSCI and DRADIS involving several rounds of feedback and suggestions. The design team's attentiveness to the client's preferences allowed them to successfully merge the client's ideas and the designer's vision.

The end result is a creative and clearly associated brand for a specifically targeted space and a highly functional design solution for the client's first trade show that mirrored closely their vision, objectives, budget, and timeline.