

CASE STUDY



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GN Netcom :: GN 4100 headset series product launch

GN Netcom is the world leader in hands-free communications solutions, focusing specifically on three market segments: call centers, offices and mobile. GN Netcom encompasses three business entities: GN Netcom, provider of hands-free communication products, Hello Direct, a leading business-to-business direct marketer of hands-free telephony and interface solutions for North America and JABRA, the foremost provider of innovative hands-free products for the mobile consumer market.

challenges

To introduce the new 4100 series of amplified headsets and headset telephones to a specific market segment of busy professionals who want the benefits of a hands-free communication solution for everyday office use. To accomplish this GN NetCom needed:

- Product messaging and positioning that resonated with the target market
- Compelling copywriting introducing the product to a new market segment, while highlighting features and benefits

- Creative design that was visually appealing yet maintained consistency with existing brand identity
- To tie messaging, collateral, look and feel and event graphics all together in a quick turnaround in order to meet an upcoming tradeshow deadline

solution

ActiveEdge developed a suite of collateral materials including a product brochure, trade show graphics, and a P.O.P. product display to exhibit the headsets at the company's trade show booth. The creative strategy was to develop key messaging points, supporting copy,

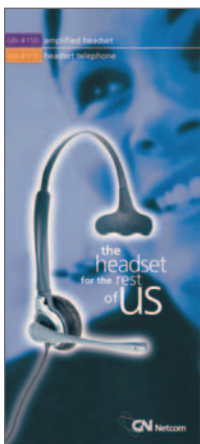
and a visual appeal that was engaging. Additionally, all the pieces had a similar look and feel that clearly connected them as a family of collateral material all supporting the simplicity and innovation of the GN 4100 series of products.

results

The GN 4100 series was successfully launched at the CES 2003 (Consumer Electronics Show) in Las Vegas, NV and has quickly been adopted as a communication solution of choice for mid-management and office professionals.

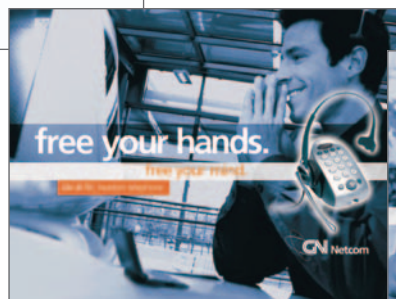
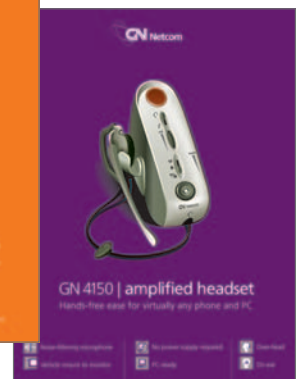
deliverables

- Creative Strategy
- Creative Design
 - Product Brochure
 - Trade Show Display Panels
 - P.O.P Display
- Copywriting
- Project Management
 - Production
 - Printing



COLLATERAL ::
4" x 9" Brochure Cover and inside spread example

P.O.P ::
24" x 18"
Product
Signage



EVENT ::
48" x 36"
Booth Panels