

TSI CASE STUDY

Getting it Right the First Time... Every Time

Serving industry, governments, research institutions, and universities worldwide, with applications ranging from pure research to primary manufacturing, TSI relied on MVP for its integrated marketing, design and technology expertise. The end result: a new and revitalized brand and unified marketing communications system applicable to a diverse, global audience. All media—print and interactive—reinforce TSI's role as a reliable global leader in the precision instrumentation industry.

Results that Speak for Themselves

"Our unique product line of over 200 precision instruments and related accessories deserves the best brand communications platform available. We selected MVP to help us maximize our brand identity based on their previous and successful work with scientific instrument, medical device and financial services companies. With a powerful new logo, literature system and Web site, I'm confident that our new communications system will help us reenergize our marketing and sales efforts. We are extremely pleased with the results to date."

Paul Herro
Vice President Marketing
TSI Incorporated

Contact Us Today

We invite you to visit our Web site to review the results we've achieved for clients in many other industries. MVP looks forward to gaining a personalized understanding of your business challenges and helping your brand identity, marketing communications and advertising measure up.

Please contact Dick Weinrib, President,
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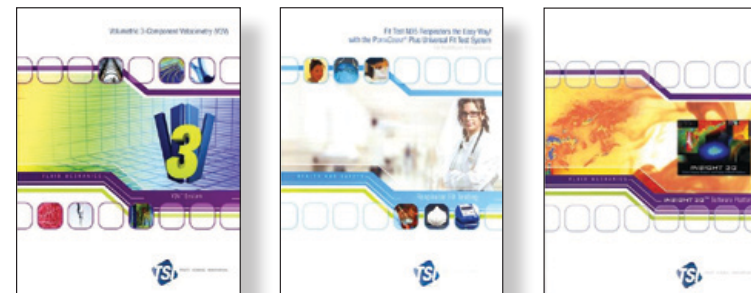


Preliminary

Final

Advertising

TSI tasked MVP with creating an ad campaign integrating Airflow, its newly acquired UK subsidiary, into the client's global brand identity system. Above: preliminary concepts and final "advert" demonstrate that when it comes to indoor air quality, TSI Airflow is "Raising the Standard...Again."



High Tech Goes High Touch

From 3-D data plots to product shots...from application images to people photos, these scientific technology brochures demonstrate that the new TSI literature system is flexible, functional and forceful.



Before

After

"Broadsword calling Danny Boy" Meets "The Next Generation"

Tackling all brand identity elements transported MVP—and our client—into a new dimension of design. Concerned that its aging indoor air quality monitors looked more like WWII era walkie talkies than 21st Century tech tools, MVP consulted on color, shape and graphics. The newly redesigned VelociCalc® Air Velocity Meter reflects the quantum leap taken in both styling—and sales.

* The iconic call-sign "Broadsword calling Danny Boy," as spoken by Richard Burton in the 1968 film "Where Eagles Dare" is sampled several times in the song "Bad Attitude" on the album Blue Rock by The Cross, a group founded by and featuring Roger Taylor, Queen's drummer.

MVP
MARKETING + DESIGN
branding is invaluableSM

BRAND revitalization

TSI CASE STUDY

MVP Helps TSI Transform Research into Reality

TSI, a global leader in the precision instrument manufacturing industry, turned to MVP to revitalize its brand and communications.

Following a management restructure, MVP worked closely with TSI's new CEO and executive team to redefine the company's vision, mission and values. These efforts coincided with planned new product launches and the redesign of older models in light of aggressive foreign competition. Importantly, the new brand identity system had to satisfy the interests of six TSI subsidiaries ranging from Europe to Asia.

MVP surveyed over 1,000 customers to understand their awareness of and satisfaction with the premium TSI brand: The goal of this endeavor being the unification of the TSI masterbrand with the Alnor (US) and Airflow (UK) sub-brands.

And Sets the Standard for Trust, Science and Innovation

MVP not only researched, revised and regenerated the company's business and brand positioning, but helped give new meaning and purpose to the client's name: The resulting acronym and tagline "Trust. Science. Innovation." express TSI's new found core values.

Subsequent to creating a striking new logo, MVP formulated a flexible brand identity system—print and Web—embracing diverse segments, categories, products and models. Read on to learn how MVP helped TSI take its brand from research to reality.



Rely on TSI

MVP addressed five **BRAND ARCHITECTURE** elements to help TSI rejuvenate its brand and achieve measurable results:

- 1) The **Brand Essence**—distilling the brand's intrinsic characteristics into a core concept
- 2) The **Brand Promise**—defining the user's expectations of the functional qualities and relationship attributes of the brand
- 3) The **Brand Vision**—visualizing how customers across all segments (e.g., Particle Instruments) should view the brand in the future
- 4) The **Brand Positioning**—characterizing how the brand fulfills the needs of the specific market niche it occupies
- 5) The **Brand Footprints**—describing the brand's meaning and its performance in its intended target markets

Since 1961, customers have relied on TSI for product quality and technical expertise. With over 200 precision instruments, 50 patents and 25 technology licenses spanning scientific to industrial manufacturing applications, TSI required MVP's help in redefining its identity.

Where Research Meets Reality

MVP employed a customized marketing research methodology to articulate such antipodes as: Masculine ↔ Feminine, Traditional ↔ Modern, Earthen ↔ Metallic and Evolutionary ↔ Revolutionary. With customer feedback, as well as management buy-in to key concepts, MVP first crafted a bold, new TSI logo and then a related marketing communications system featuring computer screen graphics and credible photography to showcase the company's brand. The end result being an uplifting montage of scientific, technical and industrial imagery depicting the client's performance leadership characteristics.

To reinforce TSI's collaboration with major research universities, MVP conceived the slogan "Where Research Meets Reality." And to articulate the company's customer satisfaction process, MVP coined the moniker "TSI ReliaStat."

ABCDabcd...
ABCDabcd...
ABCDabcd...
ABCDabcd...

Typography
The selection of a sans-serif type face reinforced TSI's global high-tech look.



Brand Image Development
As a global leader in precision instrumentation, TSI required a brand identity that would skillfully encompass its 7 business segments, 23 product categories and 30 applications. Through customer feedback surveys and management interviews, MVP discovered which visual elements were best associated with the company's business objectives and brand persona.



TRUST. SCIENCE. INNOVATION.

New logo and tagline

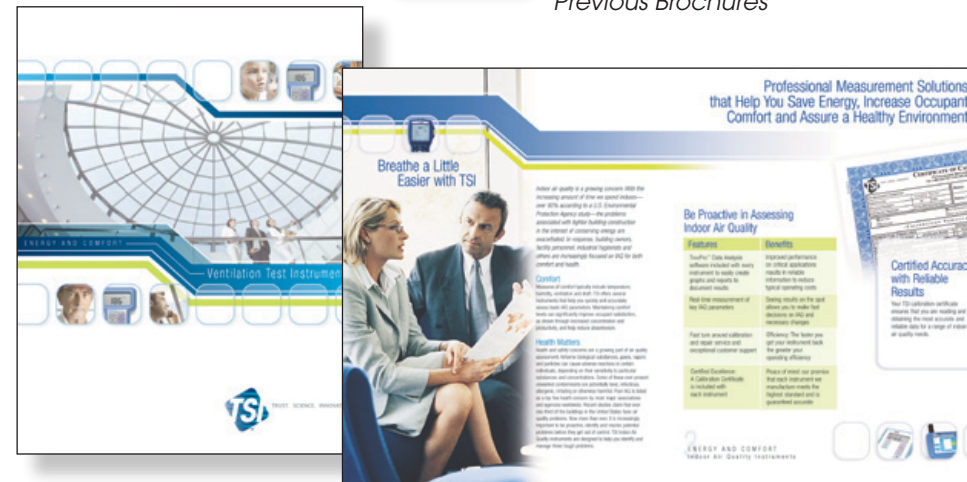
Preliminary logo designs

The final logo was chosen by senior management with input from the ranks. Oriented toward the future through italicized type, the bold, simplified and easily recognized TSI mark is given new meaning through the acronym: Trust. Science. Innovation.

A distinctive, flexible and memorable color palette, consisting of complementary shades of blue and white, is applied to all communications. This effect differentiates TSI from its competitors and unifies printed and interactive materials alike.



Previous Brochures



Marketing Collateral

MVP-designed literature was constructed to reflect a Web inspired identity: A navigation bar rule indicates both product segment (e.g., Energy and Comfort) and Category (e.g., Ventilation Test Instruments)—the former being a broader company construct while the later reflects a more customer-centric approach. The window-like viewing panes reflect those of a Web site and project a techno-savvy look. Unlike the company's previous literature (left), the new system (below) incorporates greater use of interesting and more diverse ethnicities, and flexibly accommodates foreign languages as well as it does English.



Home Page
US Site



Product Page
German Site



About TSI Page
French Site



E-Store



TSI Forum
Content Management System



Web Site

Visit the site at www.tsi.com

Researching, redesigning and programming TSI's Web site was a major undertaking. MVP began the process by incorporating key Web site related usability questions in our initial round of customer satisfaction research involving over 1,000 respondents. Subsequently, we conducted interviews with key TSI users and stakeholders drawn from TSI's US offices and its global sales organization, including the UK, Germany and France. Once interviews were completed, we created use cases, wire frames and a site and data map to gain consensus among all constituents.

A large product catalog spanning numerous industries and applications posed an accessibility challenge. To solve the problem, MVP created refined multi-access point product navigation, allowing users to find devices in no more than three clicks.

An Ektron content management system enabled TSI's global marketing staff to facilitate site and database changes quickly and easily, and manage 23 category-specific networking forums with no programming knowledge required.

Seamlessly integrated third party E-store and RMA survey applications, along with country-specific multimedia presentations reinforcing the TSI brand values provide the finishing touches.