

# The Iperia Story...

## In the beginning...

In the fall of 2005, Iperia, Inc. made some bold moves toward reinvention. David Jodoin, CEO, known for turning small, product startup companies into multi-million dollar ventures, was brought in to energize the stalled VOIP company. First order of business: redevelop the corporate brand and to hire a marketing manager. Acorn Creative was retained as their brand strategy consultant, and quickly decided that the only existing brand element to be kept was the corporate name. Everything else would be revamped.

From doodles and thumbnail sketches, late nights and gallons of coffee, to the bumps and grinds of establishing archetypal concepts, a new strategy evolved. Not one of "technology" and "high tech", but a persona of intense, high touch customer service. From this initial chaotic brainstorm came a new logo and the new tagline – "Always here" – which embodies Iperia's corporate vision of valuing the customer over all else.



## From chaos comes order ...

With new strategy in hand, ALL brand touch points were carefully redesigned: business cards, stationery, envelopes, shirts, pens, sell sheets, web site, trade show graphics, marketing collateral, CD-ROMs, Flash animations, tchotchkes ... the list was seemingly endless.

But what did Iperia think? More important, what did they see? It was obvious to Iperia that BIG things were underway. The new material was powerful, cohesive and consistent — something that had never been seen in the company since its inception, eight years earlier. Everything had meaning, focus, intent and an undeniable energy. You couldn't help but have that "tip of the iceberg" feeling. Could this dramatic change really create market value, or was it a monumental waste of time and money?



## The new world ...

Launching the new brand in early 2006, Iperia prepared for its biggest unveiling at the Spring VON conference in San Jose, California. Stunning their channel partners and customers with this bold new message, the company quickly picked up marketing momentum. By April the company had surpassed 2005 gross revenues. Current projections for 2006 (as of July 2006) are estimated to be 600%-800% over last years' tally. What's in store for 2007? According to Mr. Jodoin, "amazing growth and opportunity." A 3000% increase might not be out of the picture.

## So what can brand do for you?

At Acorn Creative, we don't believe in "one size fits all" branding, or qualify (in the small print) that "results shown are not typical". To the contrary, we believe that any company working with diluted, weak brand will experience a dramatic increase in profitability through the creation of unique, powerful, and thought-provoking connections to their customers.

## What are you waiting for?

Call us at 888-825-3300, or visit [www.AcornCreative.com](http://www.AcornCreative.com), to become the next Acorn Creation.



Iperia Sales

*"Partnering with Acorn Creative has been instrumental in creating the success that Iperia has experienced in the past six months.*

*Their brand identity system is enlightening and helped our team to focus on the emotional connection to our customer. Our recent growth is directly related to the launch of our new brand and the amazing, professional and creative work of the team at Acorn Creative. Will I hire them again? You bet."*

**-David Jodoin, CEO**

David has over 15 years of executive management expertise and a proven track record of substantial revenue growth in the hi-tech industry. In his role as CEO, he provides the drive and corporate leadership for Iperia as it continues to expand its product portfolio and customer base.

**WEB DEVELOPMENT**

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- E-Commerce Development
- Shopping Cart Design
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**BRAND IDENTITY**

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**Contact Acorn Creative today!**

*Acorn Creative understands that your expectations go beyond quality work – you want a process that's stress-free and seamless, and delivers rock-solid branding that's a magnet for new business. We do the work and you sit back and savor the rewards of a final product that's remarkable, memorable and compelling.*

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