



NerdBrand

IQ PACK

Case Study



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Introduction

In late 2019, we were approached by **IQpack** for a complete rebranding. The company was operating as PLS (Packaging & Logistics Solutions) at the time. Due to significant revenue growth, internal technology innovations, and strategic partnerships, PLS needed to reinvigorate their audience around a central message and elevated brand identity.

Our first step in rebranding was gaining a deep understanding of the brand vision and establishing the differentiating characteristics of IQpack.

Through hours of personal interviews with IQpack's executive team, we learned the intricacies of how packaging influences costs across an entire supply chain and developed core messaging around IQpack's unique "Packaging-as-a-Service" operating model.

IQpack was founded in New Albany, Indiana in 2013. It was created with the expressed purpose of disrupting the packaging industry by introducing a performance-driven model called Packaging-as-a-Service (PaaS), which drives measurable and sustainable results across your enterprise.





Brand Identity

Our brand strategy and creative teams developed a fresh brand identity for IQpack, conveying an “at-a-glance understanding” of their services and expertise.

The IQpack logo was created and we established a formal brand guide during this phase.

Color carries a significant role in branding. Applying orange sparks enthusiasm and suggests feelings of excitement, optimism, and adventure. The darker

blue conveys trust and dependability. Together, these colors communicate a strong yet subtle message.

As a final stage of establishing the brand identity, we were challenged with creating a distinctive business card that served to catch peoples’ attention **without sacrificing function**. Taking a cue from the IQ icon in the logo, we created a folding business card that communicates IQpack’s efficient, intelligent, and innovative solutions.

Web Design and Development

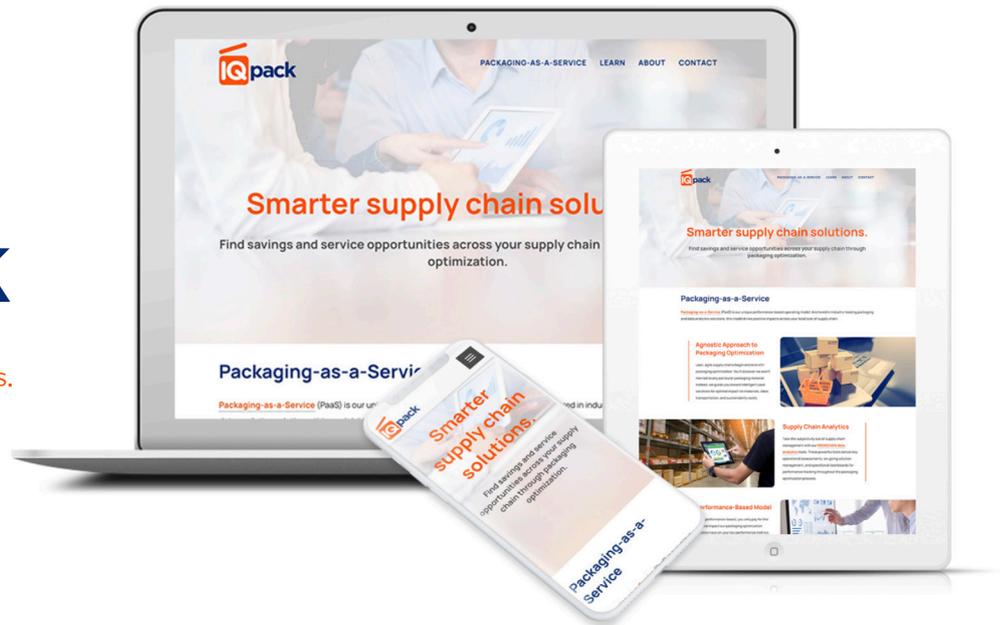
As a central feature of the overall digital strategy, our web team developed a compelling WordPress website that ensured visitors could quickly grasp IQpack’s innovative model and inquire for more information.

The web development process began with creating a simple set of wireframes. Wireframes serve as a website’s blueprint and allow us to think through how users will interact with different elements.

We then applied the IQpack brand identity to the wireframes, creating visual mockups. Mockups offer a first glimpse of how the website will look and feel. This provides a deeper demonstration of how the user will visually interact through subtle interface cues.



Smarter supply chain solutions.



Results

Creating a new brand and website without cultivating attention or traffic is a wasted effort. To increase visibility, we crafted a PR and social media campaign surrounding IQpack’s launch.

See this campaign first-hand on IQpack’s **LinkedIn**, **Facebook**, **Twitter**, and **Instagram**.

This campaign announced IQpack to the world, created thousands of impressions across social media channels, and drove traffic to the newly developed website.

Following our PR outreach, IQpack was interviewed by

and prominently featured on **Louisville Business First**. We also forged connections with industry publications and other business organizations.

Our rebranding efforts weren’t isolated to digital applications. To unify the IQpack message and identity, we revised the brand’s Capabilities Deck showcasing their Packaging-as-a-Service operating model. This has proven to be an invaluable tool supporting IQpack’s sales presentations.

“ I want to give a big shout out to NerdBrand for creative innovation and outstanding work with my company. If you are looking for a marketing partner, I would be delighted to speak of our objective and subjective experiences. I believe in promoting companies that go above and beyond expectations.

— **John Moore**
Co-founder and Director of Packaging at IQpack

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