



WATER CONNECTS US

SLOAN®

A new corporate brand led to an assembly of creative teams each with its own specialty necessary for total success.

Following a comprehensive rebranding program headed up by a longtime Sloan strategic partner, we were brought on as the creative agency to execute a full-fledged brand identity that reflected the new standards. Through engaging collaboration, we developed the vehicles to deploy the new brand and market it with success to the intended audience.



BRAND DEPLOYMENT

Implementation of the new Sloan brand standards into marketing and advertising was charged directly to Damen Jackson. Our interpretation of the rules and guidelines has led to a significantly elevated visual brand language and clearer, more consistent, messaging about Sloan throughout the marketplace.

PRINT COLLATERAL

Damen Jackson continues supporting Sloan's marketing efforts by regularly generating brand-centric product brochures, sales support materials and other print communication deliverables to the Sloan marketing and sales teams.



CORPORATE MARKETING

A multi-tiered advertising program was created to target varying audiences including architects/interior designers, building engineers and specific vertical markets like education, stadiums and hospitals. Each campaign featured unique messaging and visuals with consistent brand elements giving each campaign a distinct, yet consistent branded look and feel.



TRADESHOW CONCEPTS

Taking advantage of a key tradeshow as the platform to launch the new Sloan brand identity, we worked with the Sloan marketing and brand team to generate engaging ideas that could be turned into an effective presentation. We created a high-level looping video for the tradeshow booth that highlighted key points about Sloan's new identity, and developed an employee guide that outlined important communication strategies for the booth workers to reference when talking with tradeshow attendees.