
pulz8 case story



pulz8 develops and maintains advanced wireless network solutions for the transportation industry. pulz8 have pioneered the market with our innovative and extremely flexible solutions that transfer data via a super-broadband connection between moving vehicles and the Internet.

Brief

pulz8 approached Brandcentral in 2004 to help them to create a comprehensive brand identity and communication strategy. Competition within the industry is tough and at early stages pulz8 products were very underdeveloped, regardless they still needed to initiate the sales process. Initial focus was on getting as much publicity and creating a distinction between pulz8 and the competition.

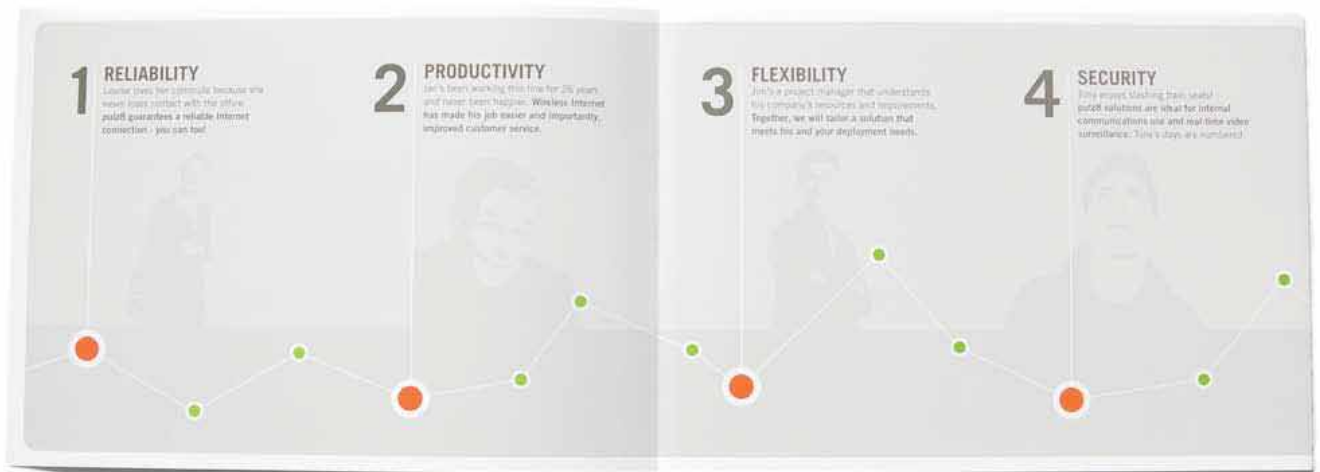
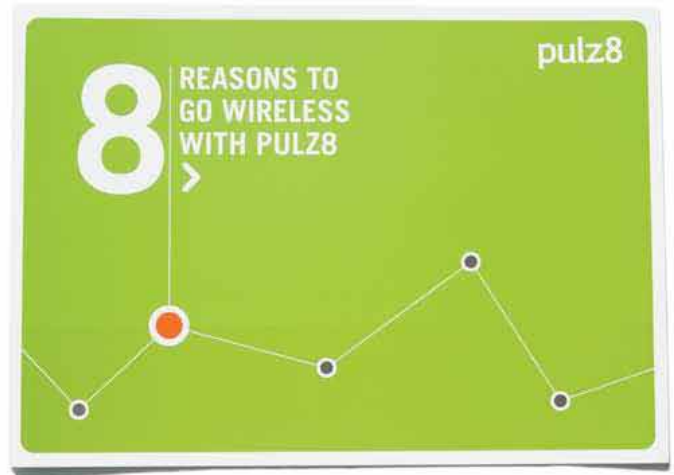
Solution

Brandcentral worked with pulz8 every step of their development from a 6 man start up to transfer of ownership to Siemens. Initial tasks were concerned with brand identity and development of sales material to tie in with the pulz8 sales strategy and web development. As pulz8 developed so did their communication needs, where Brandcentral was required to produce material such as branding videos and technical illustrations detailing complex product features.

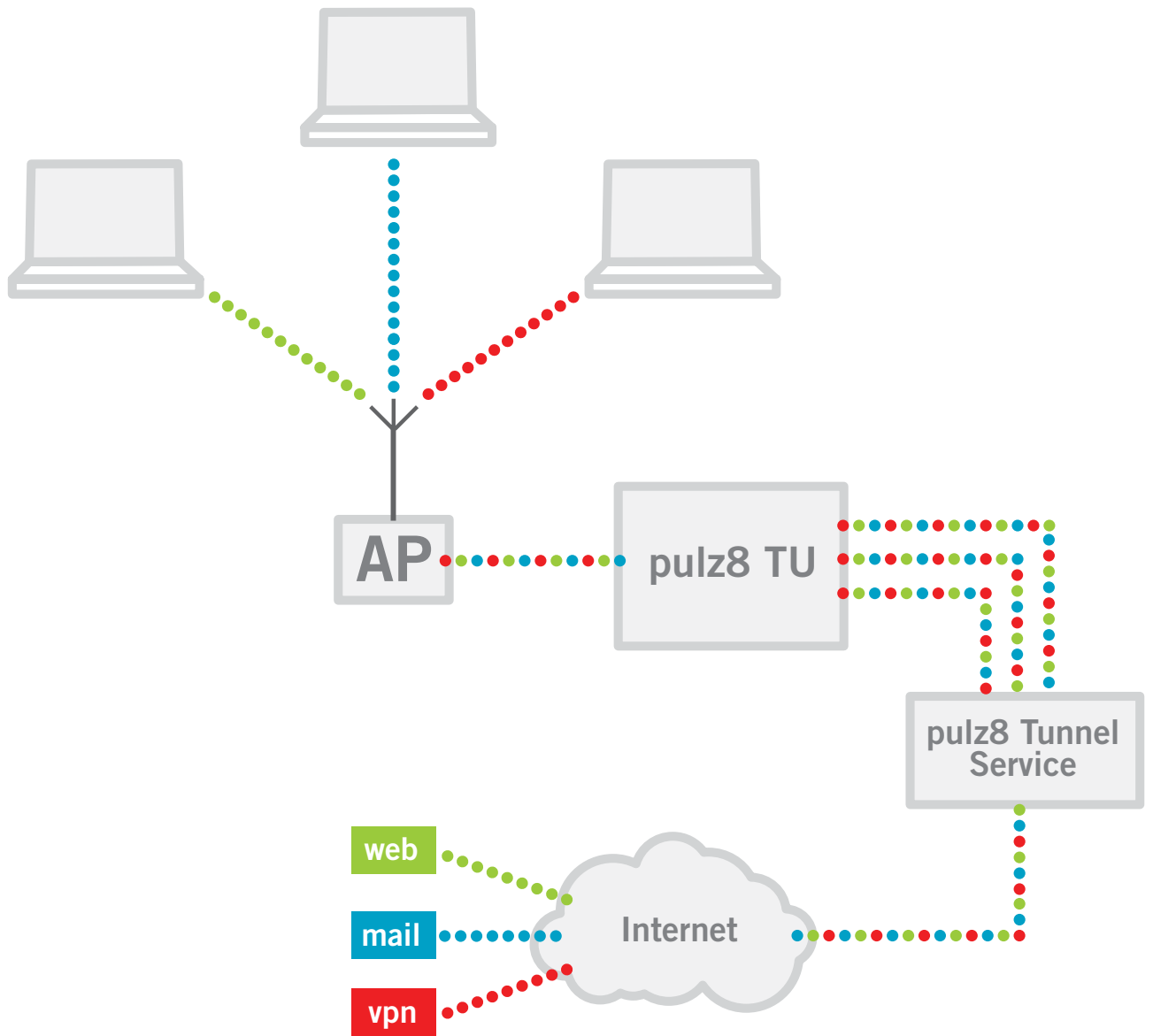
Motion graphics video and web solution



Brochure design



Sample pulz8 technical illustration



Illustrations to communicate the pulz8 product selling points (non-technical) illustrations: *Nathalie Nystad*

