

CASE STUDY

Verso Name and Corporate Identity

Helping a Corporate Spin-off Envision “The Other Side”

Problem

As part of a corporate restructuring, International Paper announced the desire to divest its \$1.5 billion Coated Papers business. To affect the best possible outcome for the spin-off, IP desired to take steps toward developing a brand identity for the new company. Objectives were to: create a vision of the business as a stand-alone brand apart from IP; create a name consistent with the existing Coated Papers positioning, brand strategy, target markets and product offering; address immediate communications needs while considering long-term impact to the business; begin to articulate the potential customer benefits of the business; differentiate the business from its competition; and contribute to IP’s reaping of a higher return in the sale of the Coated Papers business.

Solution

Perdue Creative was hired along with a competing agency to develop name concepts for the new entity. Verso, a name proposed by Perdue Creative, was selected for its arcane meaning in the publishing world as “the other side of the sheet.” Speaking to commercial printers and publishers, the name Verso promised a devotion to this industry, and suggested “the other side” of the company formerly owned by IP.

Results

Equipped with the Verso identity, IP succeeded in finding a suitor for the business. Six weeks from the day the finalized agreement was announced, Verso was launched fully armed with business communications systems, sales collateral tools, a direct mail brochure to customers, as well as a webcast video unveiling the new company to customers and employees across the country.



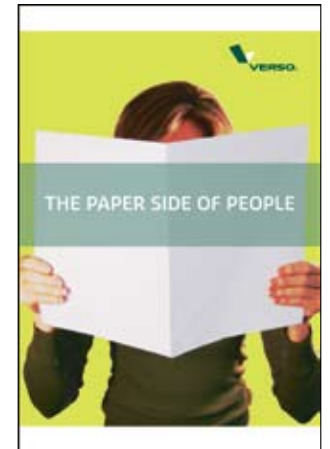
CORPORATE LOGO



LAUNCH VIDEO



BUSINESS COMMUNICATIONS SYSTEM



LAUNCH BROCHURE



TEASER POSTCARDS & EMAIL BLASTS