



CASE STUDY IP Wood Identity Design Platform

An influx of imports has driven down prices and heated up competition in the U.S. lumber industry, creating a commodity environment. To survive, a variety of operating and marketing tactics are required. The \$1.4 billion Wood Products division of International Paper recognizes that one of these tactics is branding. After an in-depth Discovery Phase involving tours of lumber and plywood mills, interviews with sales representatives and visits with distributors and retail customers, Perdue Creative developed a comprehensive Brand Strategy answering the question "What space in the competitive marketplace can International Paper claim?" By analyzing the competitive landscape, the division's existing identity and its target markets, Perdue Creative presented a case for branding the division as IP|Wood and proposed that the space IP|Wood can claim is that of "partnership" with its distributors, retailers and end users. "IP|Wood for you", a succinct tagline, builds on the division's new identity and suggests a willingness and ability to serve. The comprehensive identity system — including wordmark, tagline, IPW color palette and IPW wood grain pattern, as well as the graphical relationship of IP|Wood to the International Paper brand — has been approved and praised by IP corporate marketing and applauded by IP|Wood customers. The implementation of the Brand Strategy (currently underway) will provide IP|Wood a competitive leverage and differentiation in the marketplace that goes far beyond "look and feel."

IP|Wood™

WORDMARK

IP|Wood for you.™

TAGLINE



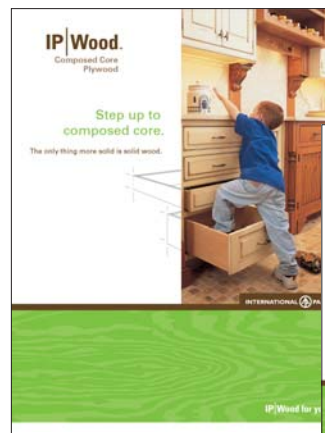
PRODUCT PACKAGING



WEB SITE



AD SPECIALTY ITEMS



SALES LITERATURE

