

Client:

EnerSys and Aker Wade (co-branded campaign)

Project:

Express Fast Charge website, ad series and email series
www.expressfastcharge.com

Background:

Aker Wade Power Technologies is a developer of leading-edge charging and data solutions. Their innovation is to charge industrial batteries faster than previously possible to enable significant ROIs. EnerSys is a global leader in industrial battery solutions. They created a line of batteries specially developed to safely accommodate the enhanced charge rate. The two companies teamed up to offer a packaged solution of fast charger, battery, distribution and service network.

Challenge:

The challenge had three parts: 1) inform a non-tech savvy demographic about the new technologies without copious technical notes, 2) build a brand for products provided by two distinct companies without compromising the identities of either partner and 3) broadcast the value that the two individual companies bring to the relationship without muddying their identities.

Solution:

Birch Studio was asked to create a campaign to demonstrate the fast charge system, a new concept in an old industry that is not accustomed to change. The initial launch was at the National Material Handling Industry trade show with a follow up by email and ads in industry publications.

Our first assignment was to create graphics for the control panel on the fast chargers. In an industry dominated by engineers, this product aimed to be attractive beyond the number of amps it could pump per minute. While the design was used for all of Aker Wade’s chargers, the Express Fast Charger had a distinctive color palette that separated it from the rest of their chargers and gave a quick start to the Express Brand theme. The same color palette was used on the Express battery.

The next step was to create the product tour. A Flash animation was a natural choice to represent the Express Fast Charge system – allowing us to pack a lot of information into an engaging, entertaining format. The colors used in the charger and battery were used throughout the animation in products and scene transitions.

The format of animation allowed us to use analogies and time-lapsed demonstrations to more effectively explain this new concept in a three-minute presentation with relatively few words. Very quickly, it conveyed to the customer how the new process works and the value of the fast charge system over slower, older systems people are using now.

The follow-up campaign consisted of a more traditional website with an animated lead-in to display the fast charge system’s four components. The interactive portion of the site presented detailed information on the battery and charger, as well as links to downloadable files and other reference materials. Mouse-over action on photographs revealed 3D images imported from mechanical engineering

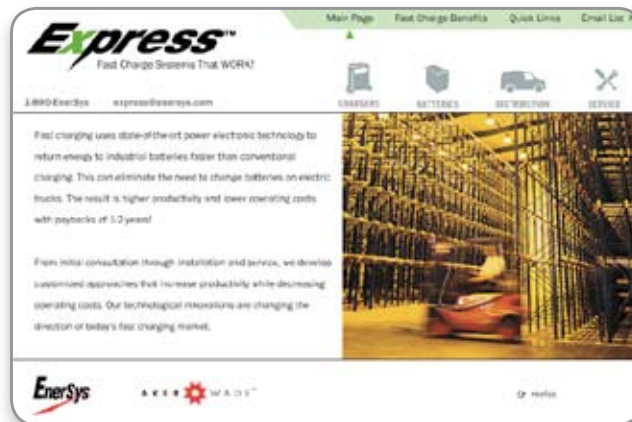
files. Sound effects and slight animations were added to navigational elements to enhance the tactile feel of the website.

The four-part ad series and HTML email templates echoed the design esthetics and copy of the website and supported the marketing and feedback channels for a webcast narrated by the client.

Throughout all elements of the campaign, strict attention was paid to the visual identity of the brand and it’s relationship to the two separate companies that share it.

Summary:

The resulting multi-faceted campaign allowed the two existing companies to extend their product lines by packaging and promoting the unique brand of charger, battery, distribution and service without diluting their own identities. Both companies were able to maintain their individual identities while supporting their co-owned brand.



Screenshot from Express Fast Charge website.