

brand development

Bison Gear & Engineering, Inc.

Bison Gear is a very successful global manufacturer of electric gearmotors, reducers and motors. Our challenge was to retain the corporate identity but increase the availability of information to their more than 500 distributors and thousands of customers.



We also began capturing “cookies” of data about the visitor and their clickthroughs. This resulted in a thousands of real leads, and hundreds of quotes.

To accompany the revised website a complete redesign of the company collateral begun. We focused on products that had not been promoted, and used the redesign a springboard to reintroduce them to the marketplace.

We created the materials from the original art, reducing the budgets, but gave the overall design a fresher more contemporary look.

As a promotional tool and engineering development aid, the company website and related technical documents reduced to a credit-card sized CD-rom. This was then used in presentation, giveaways, and direct mail incentive plans.

