

TRADESHOW BANNER

BRAND IDENTITY + PRIMARY BRAND MESSAGE

MOBILE WEBSITE

WOOD ENGRAVING + QR CODE

YOUTUBE VIDEO

WEBSITE BRANDING

SOCIAL MEDIA INTERFACES

TRADESHOW STRATEGIES



Global Partnerships, Sustainable Solutions



IDEOGRAPHIC STRATEGIES INC ISI

NORTHCREST FOREST PRODUCTS Global Partnerships, Sustainable Solutions

Highlights:

- Strategic Brand Marketing Plan, Brand Roadmap + Motto
- Corporate Identity Rebranding, Marketing Brochures + Collateral
- Website Development, Mobile Design + Search Engine Strategies
- International Tradeshow Strategies + Press Releasing
- Video Branding + Script Development
- Social Media Content Strategy + Brand Integration

Measurable-Results:

- Attained 500 Business Contacts
- Secured Two of the Largest Importers in Greece
- Aligned with Two of the Largest Wood Chip Importers in Turkey
- Booked 40,000 tons of SYP Wood Chips/month
- Offered Investment Opportunities from Indonesian Government
- Offered to be a Global Representative for Prefab House Manufacturer
- Offered to be a Representative for Gold LEED Product with EDC

In 2013, the Vancouver-based Northcrest Forest Products, formally Kitwanga Lumber Company, owned by Baljit Gill (2008 RBC Canadian Women Entrepreneur Impact Award-winner) aligned with ISI Branding once again to transform their international presence into a global brand. A strategic brand-marketing plan and content strategy were created and implemented for the upcoming trade mission to Istanbul, Turkey. The teams had six weeks to research, analyze, create and build the new Northcrest brand experience which showcased its front-running forest species; Southern Yellow Pine (GoldenLumber.ca). The Trade Mission to Yapi Fuarı (Turkeybuild – A Global Building Construction Tradeshow) was lead by the BC Wood Specialties Group.

... (Our) branding has attracted a lot of attention... Thank you! Thus far the show has been successful and we ran out of brochures (on the first day) — Baljit Gill, President

In order for Northcrest to secure and accelerate their ROI – return on investment and measurable-results, benchmarks were identified and established. After extensive research into Turkish values, ISI identified and matched five core values which were inline with the Northcrest corporate culture: Tradition (gekenek), family (aile), community (toplum), integrity (doğruluk) and respect (sagi). These words became secondary brand messages for the campaign and supported their new primary brand message "Global Partnerships, Sustainable Solutions".



ISI IDEOGRAPHIC STRATEGIES INC
30 YEARS | 1986-2016

WHERE IDEAS INFORM
89 GORE AVENUE
VANCOUVER, BRITISH COLUMBIA
CANADA V6A 2Y8

TELEPHONE: 604 253 7755
FACSIMILE: 604 253 7733
ROI@ISIBRANDING.CA
ISIBRANDING.CA

**BRAND MARKETING
WEB + SOCIAL PR
NEW MEDIA**