



Client Case Study



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the creative
act is the
defeat of habit
by originality.





Brand Differentiation by Design...



Tyler Technologies is a world leader in Municipal Court management systems. Odyssey, the company's new software product, had been completely redesigned in preparation for launching at an important national tradeshow focused on court technology. Tyler wanted a new brand direction for Odyssey – something different and compelling enough to attract the target audience of court technologists.

TYLER

TECHNOLOGIES

Client: Tyler Technologies

Assignment: Re-brand the company

Space: Case management software

Target: Business-to-business: C-level IT executives working for city and state government

Scope: Brand creation, planning and implementation of an integrated brand communications program

Business Issue: To create an integrated brand approach for Tyler Technologies and Odyssey

Recommendation: Showcase the difference of the redesigned Odyssey. To capture a sense of movement and change, Quill created a brightly colored abstract design, and a new tagline, "Moving Forward".

Solution: Create a brand direction far different from all other competitors, free from the worn-out icons: gavels, scales of justice, etc. overused by competitors.

Approach:

- Research competitive brand positioning and communications
- Interview company leaders and customers
- Develop key messages that would support a timeless brand
- Plan and implement an integrated brand communications program that will support image perception, marketing and sales efforts

Media:

- Printed and online communications
 - Printed collateral
 - Industry tradeshows
 - Internet-based communications
 - Direct marketing communications
 - Printed and electronic selling tools
 - Flash-based presentations and rich media e-mail

Result: Increased sales leads that led to the closing of several multi-million dollar deals were attributed to the re-branding efforts for Tyler Technologies and the launch of Odyssey.

"Our re-branding efforts for Tyler and the launch of Odyssey were hugely successful! The 'Moving Forward' campaign made an enormous impression in our industry. Our expectations were exceeded across the board. Our sales team has already generated significant leads and have also closed several multi-million dollar deals".

Brian Miller – Director of Marketing and Sales, Tyler Technologies