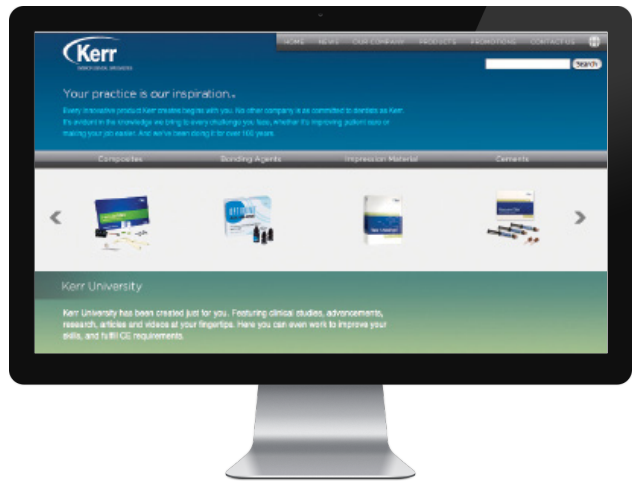


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TO [THE POINT] BRANDING



PAIN POINT: The brand is fragmented and needs unifying.

Kerr Dental needed a fresh look to bring new life to a well-respected brand, and to elevate the awareness of the company's name on an equal footing to their well-known products. The strategy: to develop an entirely new brand identity, including advertising, product brochures, packaging, tradeshow displays, a multimedia presentation, website and a promotional outreach program for dentists.