

Approach

When eCash came to GIRVIN, they were searching for help in communicating their technology story to consumers, which is all about digital cash transactions. The two-tiered marketing strategy included presentations and content for co-branded partnerships as well as end-consumers. Partnerships included banking institutions and merchants such as Yahoo!, Amazon.com, and larger global banks, such as Deutsche Bank.





Result

GIRVIN knew that the brand's success would lie in its ability to be easily recognized by a global audience with emphasis on stability, security and trust. Because eCash is a technology product, the brand needed to also have the progressive feeling of new technology. With a hard-working, descriptive name already in place, GIRVIN created a brand strategy, brandmark, sub-brandmark, tagline, brand standards guide, corporate video and PowerPoint presentations.

