



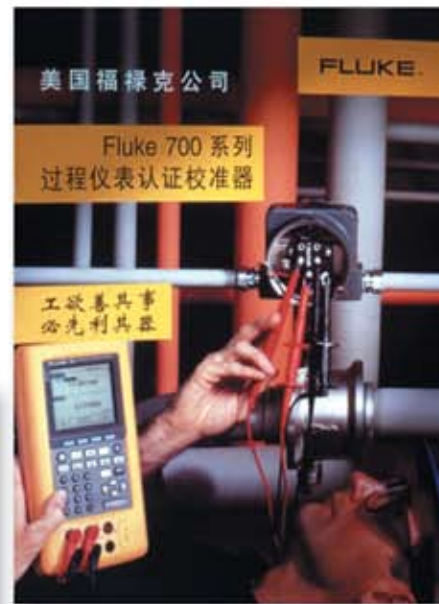
“Tim Girvin and his capable, creative staff have demonstrated an innate ability to distill the marketable essence of a brand into something that truly connects with the market. GIRVIN was instrumental in helping Fluke Corporation achieve an “ownable” identity – a graphical look and feel that we could call our own – along with a system to help us manage it throughout the world. Thanks for the opportunity, and pleasure to work with you. It’s been an eye opener.”

Bob Virkelyst | Director of Corporate Communications | Fluke Corporation

Approach:

Fluke is an international developer of software and hardware for testing purposes and began to experience a flattening of global sales, in several categories. The corporate and marketing team, including the CEO of Fluke came to GIRVIN to request aid in strengthening their brand strategy and personality, as well as creating a way to more effectively engage with their audiences on a worldwide basis.

| Message



Strategy |



Results:

GIRVIN participated in a global Myers Briggs personality interception, linking hundreds of Fluke product users in a testing profile to achieve and define a point of view for messaging, visuals, color and industrial design, as well as corporate communications standards. Two personalities emerged, as a worldwide Fluke “person”. The Artisan, a self-made and rugged individualist technical and electrical “engineer”, as well as the Scientist, another variation on this personality profiling. GIRVIN created systems of communications, global font and message standards, in multiple languages and formats, detailed grid systems, methods of photography as well as registered the now standardized FLUKE YELLOW, for global copyright.