



“TGD was instrumental in creating for Wall Data a superior brand image for our flagship product family - RUMBA. GIRVIN is supportive, reactive and easy to do business with!”

Jim Simpson | CEO | Wall Data, Inc.



| Identity



Approach:

GIRVIN created the signature positioning and early marketing program for the Wall Data brand, which helped take the small company of less than 10 people to a company that ultimately sold nearly 100 million dollars and had worldwide recognition and market share.

Print |



| Name

Packaging |



Result:

“The Analyst Kits were received with high praise from everyone. The design was exquisite! We’re extremely thankful to everyone at TGD for making this happen in such a short time frame. This was one of the first intensive projects the SALSA Business Unit has taken to completion with TGD and it was a fabulous success.”

Wendy Lind | MarkComm Manager, SALSA Products | Wall Data, Inc.

Besides the creative differentiating line: “Dance with a new partner,” which was the basis for a series of dance motivated conceptual spins on a series of product offerings, including Rumba, GIRVIN also participated in the launch efforts for Salsa and Arpeggio, which were other software offerings. Throughout the course of this relationship, GIRVIN created Wall Data’s brand strategy, nomenclature system, collateral, tradeshow booth, packaging, online and product interfaces and annual reports.