



## Motorola M7 Launch

To launch their new line of professional series radios, Motorola turned to Brainforest. We started by crafting a new strategic platform: the seven essential elements of effective radio communication (or M7 for short). From there, we developed the M7 logo, visual identity and complete launch kit designed to engage Motorola dealers as well as their end-users.

### INDUSTRY

Technology

### PROJECTS

Brand Strategy

Print

Advertising

Point-of-Sale

Online Communications

Interactive Sales Materials

**Brainforest is a creative agency rooted in strategy.** Your brand has fleeting,

valuable opportunities to make a connection with your customers. Through our strategically based **AccessPaths™** process, Brainforest creates meaningful, vivid experiences to ensure all points of customer interaction are embraced.

**To begin creating your own success story, contact Nils Bunde at 312.492.6600 or [nilsbunde@brainforest.com](mailto:nilsbunde@brainforest.com)**

**BRAINFOREST™**

a creative agency rooted in strategy

[www.brainforest.com](http://www.brainforest.com)