



A branding challenge? We'll get the job done.

Pervasic Limited (UK) came to Eight Eleven with a two-fold request.

First and foremost, a brand communications challenge.

Pervasic had evolved from a mobile data platform provider, into a full-service mobile data solutions company, serving the European market in a number of expanding business sectors. Through their evolution, a number of new products and services had emerged. Pervasic's challenge was quite clear: How do we communicate who we are now – a full service solutions and consultancy partner with an expanded solutions offering, without losing everything we've come to be known for – an experienced and sophisticated mobilization specialist?

The second challenge: Web presence.

Pervasic's Website did not paint an accurate picture of the company and was lacking a solid architecture. A thorough review of the Website made clear to all constituents that mixed messages from the site were acting as a detriment to communications and business development.



www.pervasic.com

Services performed:

- tagline creation
- communications
- development
- Management (CMS)

Rolling up our sleeves.

Eight Eleven's process took us through a thorough audit of Pervasic's brand. After uncovering brand perceptions from internal and external audiences, we found inconsistencies in communications, misaligned direction, unclear and underdeveloped business sectors and an undernourished product and services offering.

Our review of the Pervasic Website turned up multiple usability concerns, miscommunications and architecture not suitable for expansion.

