

Specialix
International network devices supplier

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Developing high quality brand positioning for 'low end' network communications devices is not easy. It requires high levels of visibility, messaging and differentiation.

Think Creative's rebranding solution was led by a new range name 'Xstream' which was implemented across all vendor and distributor collateral, from data sheets to direct mail in five major countries in Western Europe.

So successful was the marketing programme that all products introduced since the initiative fell under the Xstream brand.

