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# Case Studies

Native Explorers Foundation

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Kelli Masters Management

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Music Retox

# Native Explorers Foundation

branding, identity design, stationary design, web design + development

## Introducing Science to Native Youth

The Native Explorers Foundation was formed in an effort to encourage more Native Americans to choose scientific career fields. To differentiate the new organization in a meaningful way, especially among other non-profits that target the Native American community, we recommended the new brand possess an inclusive image that would be attractive to various, redundant tribes. A focus was placed on the paleontology experience that is offered to participants. We also designed the brand to convey a spirit of adventure that would open up their minds to the fun, exciting aspects of scientific professions.



# Blessed Communion

branding, identity design, stationary design, packaging design, web design + development

## Great Product. Greater People.

As a leader in distributing pre-filled communion cups to faith based organizations, Blessed Communion has built a reputation as the company that delivers budget-friendly, quality products and delight to its customers. Proverbs 22:1 states, "A good name is to be chosen rather than great riches, and favor is better than silver or gold." Quantus helped Blessed Communion realize and appreciate that a well-respected brand is the most valuable asset. Blessed Communion stands for the principle of a well-respected brand. This principle conveys their beliefs in good business and serves as their introduction in any forum. We worked with Blessed Communion, formerly known as Christian Communion Supply, to design and adapt their new identity and better articulate their brand value. As Blessed Communion continues to communicate with a variety of stakeholders, from customers to shareholders and suppliers to partners, consistent application of their revitalized brand is crucial to maintaining the company's image equity.



# Chicago Bears / Israel Idonije

branding, identity design, web design + development

## Station 71 - Home of The I-Train!

Israel Idonije earned the nickname I-Train from his years of playing professional football. Creating a visual brand was a challenge because Israel's identity as a football player needed to focus on football and trains. The main goal was to create a place of high quality and interesting interaction for fans, as well as, build Israel's personal brand. The site would allow fans to learn the amazing story of Israel's life, get the latest on the Bears, keep up with Israel's stats and news, and view neat videos and images. Quantus created a virtual home where fans can have access to the Train 24/7. With these ideas, Station 71 was born. We created an energetic logo and built a new virtual site that embodied the city of Chicago with the rough grittiness one might expect a tough player like I-Train to possess.

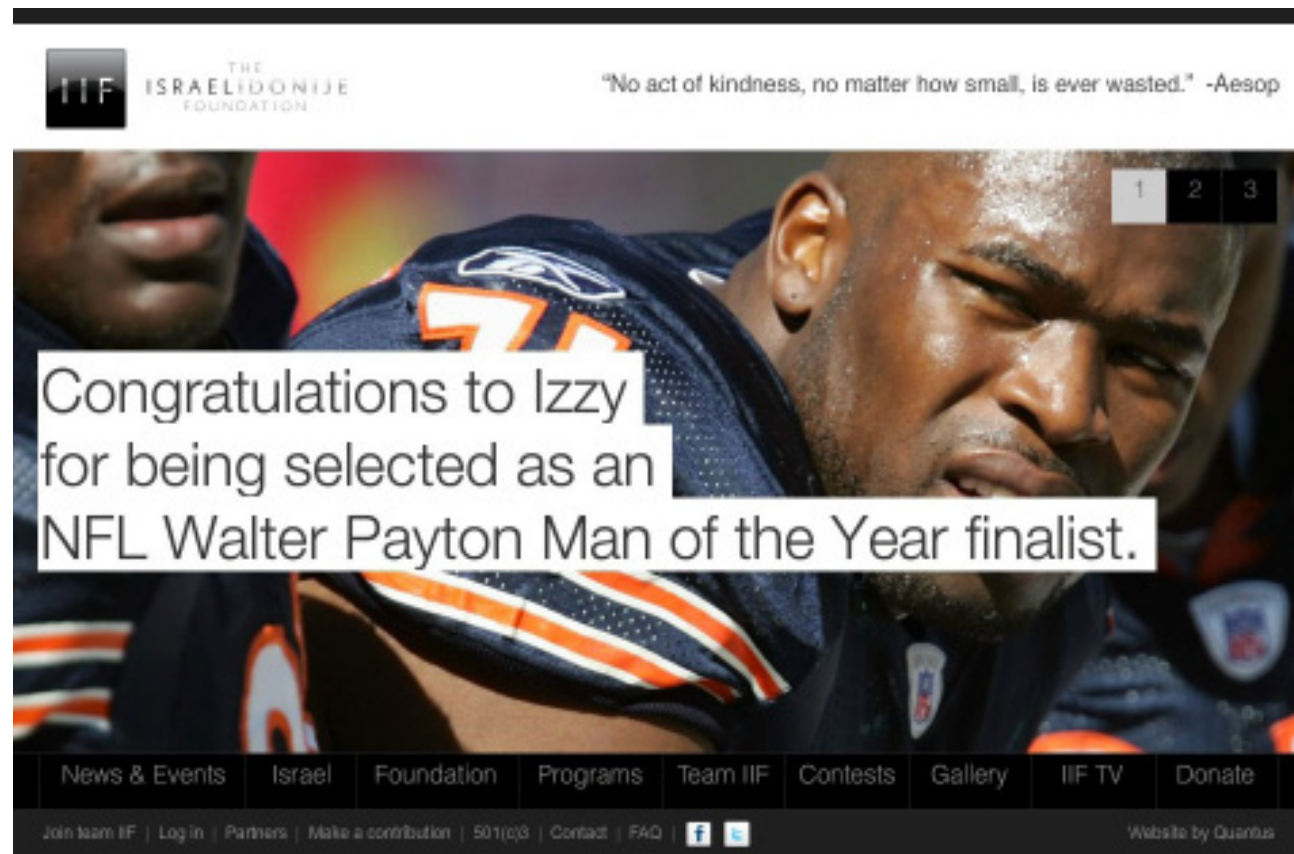


# The Israel Idonije Foundation

branding, identity design, stationary design, web design + development

## A Brand Driven Athlete Foundation

In an effort to improve the disadvantaged communities of Chicago, The Israel Idonije Foundation was established. This project required a positioning strategy, visual identity and new web site. We worked with The Foundation to concentrate on improving academic performance through incentive-based programs that rewarded good attendance and grades. By using these types of programs to improve education, the focus was taken off Israel and put back on the community. Since Israel has joined their team, The Foundation has raised hundreds of thousands of dollars for its various causes, as well as received local and national recognition from the media. Israel Idonije has also been featured as a finalist for the Walter Payton Man of the Year award which is given to the NFL's most charitable player.



# ELLEDGE CHIROPRACTIC

branding, tagline, web design + development, search marketing

## Practicing the Science of Natural Medicine

Upon entering the relationship with Elledge Chiropractic, Quantus saw an opportunity to not only build a website, but to build a brand. Recognizing the suspicious image natural healthcare has traditionally received, a repositioning strategy was in order. There was also the issue of branding Elledge Chiropractic beyond the industry image of its doctors as “back-poppers”. Quantus positioned the company as one that offers the best of both worlds, traditional and contemporary with the tagline “Practicing the science of natural medicine”. Quantus worked these positioning strategies into the design of the website to optimize the value in the brand. Quantus also implemented a search engine marketing campaign to target and reach local residents in South Oklahoma City that has lead to significant growth in business. In the year since the site has been launched, the company has experience over 50,000 page views, 75% of those new, with users spending over 3 minutes (on average) on the site.



# KMM Sports

branding, identity design, stationary design, web design + development

## Strength Through Branding

Kelli Masters, a sports agent, was interested in repositioning her brand in order to sign on high-profile NFL prospects. As one of the only female agents in an industry dominated by males, Kelli Masters' current brand identity did not articulate the brand's ability to obtain the big deal for top NFL prospects. Quantus conducted research and surveys of current NFL players, prospects and powerful women in the industry. We found that although Kelli was one of the industry's smartest and most talented agents, there was a misconception of toughness & resources that lures top prospects. Our work included repositioning the brand by renaming the firm, creating the new tagline, "Engage Success" and finally, designing a logo for the new brand identity. Results? Kelli is now the agent of the #3 pick in the 2010 NFL Draft.

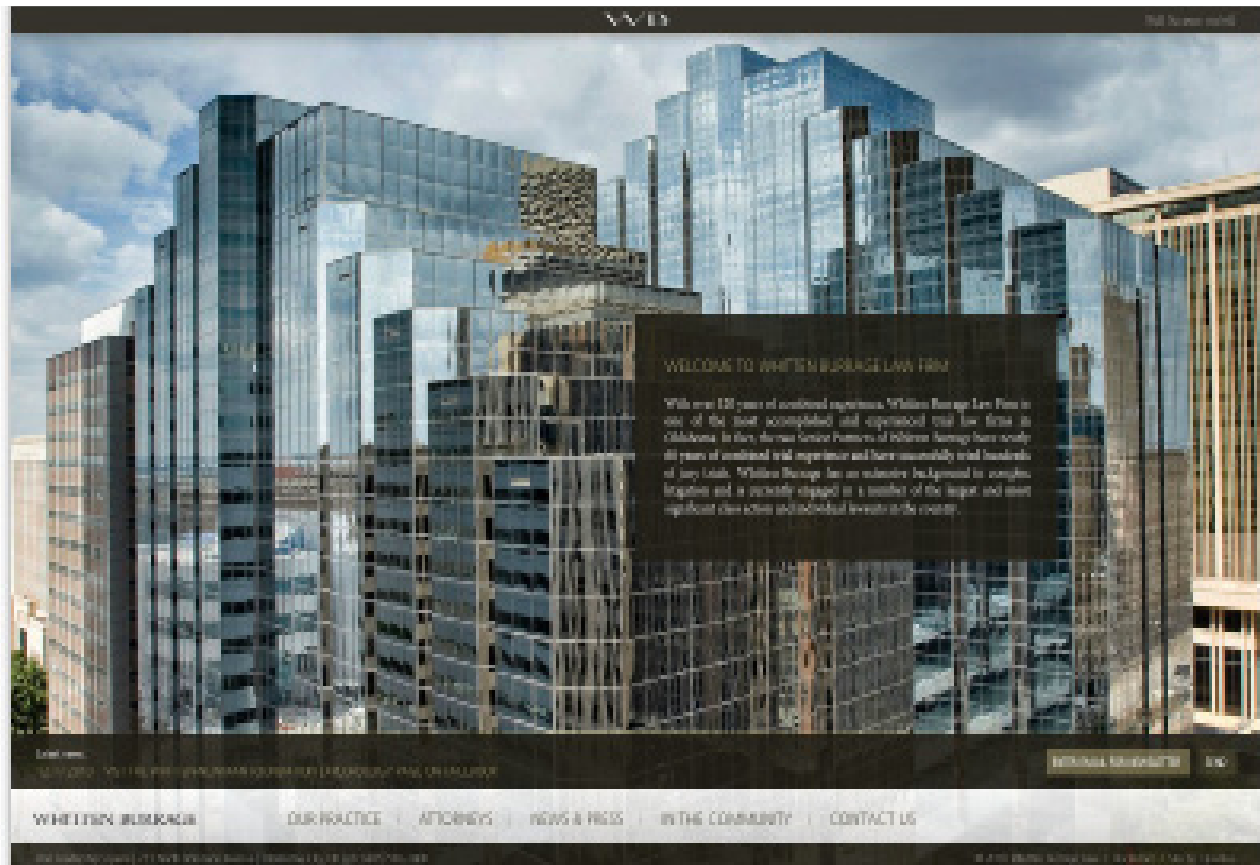


# Whitten Burrage Law

web design + development, mobile design

## Creative Professionalism

Law: One of the most difficult industries to present due to the balance needed between creativity and a conservative professionalism. Thankfully, we were commissioned by one of Oklahoma's top law firms, lead by a true visionary who gave our team the creative freedom to merge the aforementioned qualities. The result was a beautiful site that offered a presentation not seen among any local or national competitors, yet a much more polished and professional, as well.

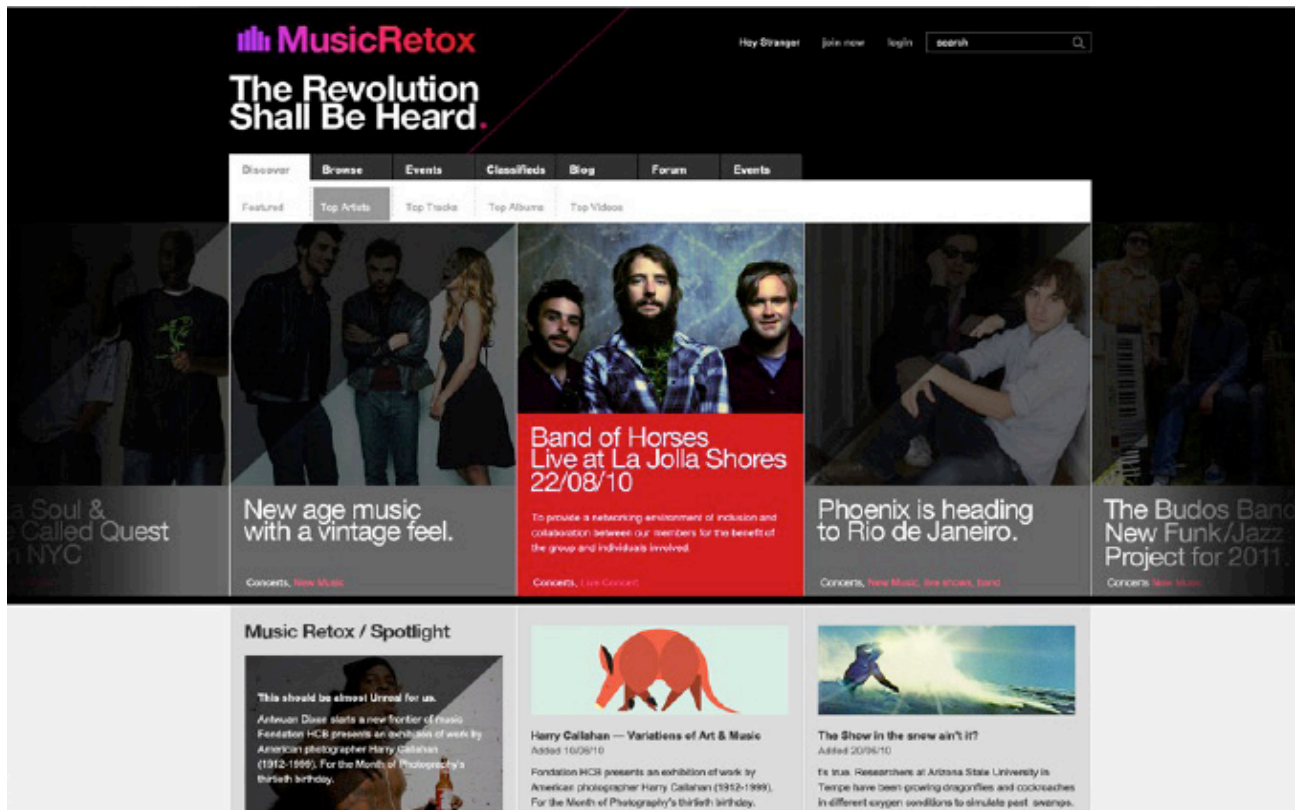


# Music Retox

branding, identity design, stationary design, web application design + development

## Empowering Artist Through Knowledge

To begin an online start-up in the music industry is a tough business. With a large number of competitors, the space can feel crowded to artist and industry-professionals looking for a tool that will provide them with an edge. We found that most online music services offered some robust tools but many all of them only concentrated on the creative, 'music discovery' side of things. In other words, sites became skillful at offering distribution tools that allowed musicians to sell their music and music-lovers to find . However, Music Retox wanted to stand out so we engaged in research to help craft a unique service in the marketplace. We recommended the company place as much focus on the development of business acumen for industry professionals as it did on the distribution of business acumen. With this new focus, Music Retox provides a unique and valuable service that supplies online tools to help guide and empower users in the early steps of their business career.



## BACKGROUND

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