



## MobiGlow:Transportation

Living Blueprint was hired at a point where MobiGlow was well on their way to having a complete business and marketing plan. Led by MobiGlow and Pinpoint Tactics, Living Blueprint identified the brand and market position to move forward with. The first order of business was the name - The name MobiGlow was created to leave their market space open for growth as they learn more about whom they are and what opportunities are available. The entire brand was built with flexibility in mind from top to bottom. The website has a comprehensive Customer Management System; the corporate communications kit has updateable pages and sections; and the kiosk standards guide was developed so the client could work with a printer and adapt any working environment into their brand.

The brand helped communicate their value proposition clearly separating this 'start-up' company from their competitors. MobiGlow went on to secure a test location with a multinational corporation as their very first client. They continue to evolve their marketing plan to ensure company growth.

**SERVICES:**  
Branding  
Brand Launch  
Brand Management  
Communications  
Consulting  
Digital Branding  
Environment

**Year:**  
2009