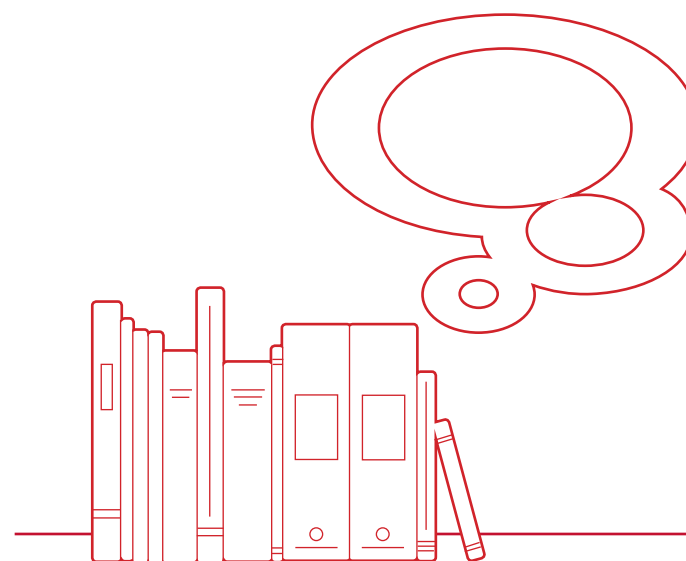


gotobig.com



(David C Cook® thinks **big**)

Unifying a brand with a split personality.

David C Cook is one of the world's largest providers of Christian discipleship materials for churches around the world. David C Cook is unique in the business world, because they use 100% of the money they make to get materials to churches who couldn't afford it any other way. In spite of a solid brand identity, David C Cook had a problem. While people knew about their business and mission work, most considered them two separate entities. To add to the confusion, David C Cook acquired Kingsway, the U.K.'s largest distributor of praise and worship music. David C Cook was a brand made up of two companies, each performing as both a business and a ministry. How did David C Cook blend these elements to create a single brand story to share with the world?

They thought Big.

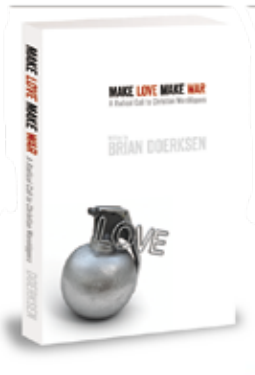
1

Introductions

Big met David C Cook at a national trade show. It wasn't long before the first book cover projects began to come in. Next, Big developed an ad campaign promoting a new major release. David C Cook was quickly impressed by Big's ability to grasp a concept and communicate it in a compelling way.



Book Covers



CD Covers



Microsites



New Product Launches

2

Discovery

Several successful book covers led to the next challenge: use a video to tell the David C Cook story in 90 seconds to an audience of Christian leaders at a national conference. It had to be clear, exciting – and ready to go in three weeks.

Big began by reviewing existing David C Cook literature and videos to find the core message of the brand. David C Cook's passion and commitment to actively equip the church throughout the world was the obvious choice.

Big had the story, we just needed a compelling way to tell it. We chose a casual, high-energy call to action – "Go Dave, Go."



3

Expansion

The short video was a hit. So much so that David C Cook asked for a longer, 10-minute version of the video and a brochure to support it.

Big spent two days at David C Cook's corporate headquarters in Colorado Springs, interviewing and filming the folks at David C Cook. The idea was to blend cuts from the interviews to let David C Cook tell their own story.

The project expanded again, and after several days in the U.K., Big had additional interviews to share Kingsway's side of the story.

The final video successfully united David C Cook and Kingsway under a single, easily understood story. Colors, graphic elements and type direction from the accompanying brochure brought the whole package together.



4

Finalization

David C Cook was convinced that no one understood their brand story better than Big. They put Big in charge of developing the positioning and rationale for the entire David C Cook brand, as well as a brand standards system. Working closely with the David C Cook marketing department, Big ironed out guidelines for everything from logo usage and signage to tradeshow graphics and packaging. A separate section provided comprehensive standards for Kingsway.

“When it comes to telling the David C Cook story, no one gets it like Big. Their ability to capture what we're all about makes them a valuable partner.”

– Ryan Dunham
SR. Vice President of Sales & Marketing,
David C Cook

