



IVI CHECKMATE, Inc.

MARKETING CHALLENGE:

IVI CHECKMATE is a provider of end-to-end retail credit transactions solutions. The company's rapid growth was the result of a major merger of two companies, enhanced by other product acquisitions. Although a number of products in the line had some name awareness, Checkmate recognized that they needed to build a unique new-brand position in order to gain recognition as a key provider of retail transaction solutions.

MARKETING OBJECTIVE:

Position IVI Checkmate as the new industry leader through a unique branding effort which would promote name and product line recognition.

TARGET AUDIENCE:

Large multi-lane mass merchandisers, department store chains, national drug store chains, and grocery retailers

CREATIVE STRATEGY:

The IVI CHECKMATE line of products lacked unity. Most products in the line had names inherited from previous owners. Broadus suggested the creation of an 'umbrella tagline' which would unify all of the products into one integrated family of transaction solutions.

From this came... ***IVI CHECKMATE: 'En-to-En Transaction Solutions'***

The new tagline reinforced that the family of products were fully integrated, end-to-end transaction solutions. Products were then grouped by functionality and category as follows:

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|--------------------|-------------------------------|------------------|--------------------------------------|
| En COUNTER | - EFT POS Terminals | En CRYPT | - Customer Activated POS Terminals |
| En CHECK | - Check Reader Terminals | En TOUCH | - Interactive Consumer POS Terminals |
| En SCRIBE | - Electronic Printers | En LAN | - LAN Server Software |
| En TERPRISE | - Intercept Processing Switch | En SIGNIA | - Signature Storage & Retrieval |
| En TERNET | - Web-Enabled Solutions | | |

MEDIA:

Direct mail and trade show mailers proved effective in reaching key decision makers. Ads were placed in show publications and industry trade journals.

RESULTS:

The new brand positioning proved a convincing ally. IVI CHECKMATE name recognition improved dramatically. The company became recognized as a one-stop-shop resource for retail credit transaction products. Within a year, the company was listed as one of the top ten fastest growing companies in Georgia.

