Eventric -- Rebranding Case Study

The Brand:

PCGuild was a software services company whose products, such as its Master Tour Database™, allow organizers and staff around venue-based entertainment and sports tours and events to control the enormous amount of logistics, process and pure data surrounding their operations. They were the leading event logistics software firm in the industry, relied upon by every tour pro from Dave Matthews to the Los Angeles Symphony Orchestra and many more.

"PCGuild" was a limiting name, however, which wouldn't speak to the scope of their ambition, which was to make their products and consulting services into *the* premiere solution in all live events in America and beyond – concerts, museums, exhibitions, sporting events, etc.

The Challenge:

Develop a new brand that spoke to the past while reaching toward the future.

- We needed to incorporate their track record as an events tech company into the brand – yet also make the resulting new brand mark and name speak to a preeminence and broader vision.

Solution:

I worked with Biersma Creative, a design firm in Chicago, to lead the client in developing this new brand:

1. We ran focus groups with users – tour managers, techies, engineers, roadies – to get a handle on their view of the product and the environments it was critical within.
2. I developed a brand profile that characterized their products as 'the professional's choice' – much like a Marshall amp, a specific guitar for a specific sound, etc., their product is the 'go-to' solution for anyone who knows better about managing the intricacies of tour logistics and live, on-stage operations.
3. A whole host of alternative names were created over the course of several weeks, including (among several dozen more):

    - **Shogo**
    - **Eventide**
    - **Synevent**
    - **Synervent**
    - **Cynevent**
    - **Eventmaestro**
    - **Provent**
    - **Prosevent**
    - **Eventia**
    - **Eventuality**
    - **Eventua**
    - **EventControl Technologies**

4. The final choice?

With subbrands for software offerings such as…

Outcome:

A successful rebranding, which extended to collaterals, trade print and their Web site, www.eventric.com.