

Vizergy

TRAVEL AND TOURISM

Secure-Res executives sought AXIA's strategic marketing expertise to reposition and rename the growing technology-marketing company. The company began with a single product: a booking engine for independent and smaller-chain hotels called Secure-Res. Now the company offers Web marketing and a host of other services, and it simply outgrew its name. The AXIA "Onoma" Branding process was soon implemented, and the result was "Vizergy."

Vizergy = vision + energy. Vision because the company sees multiple moves ahead, staying on top of the relentless evolution of technology and consumer trends. Energy because it has assembled a team of interactive marketing professionals with the firepower to help companies profit. A logo, tagline, mission, vision and elevator speeches soon followed.

As part of the launch, Vizergy needed AXIA's public-relations expertise to help raise awareness and increase visibility for the new name and a new online product. AXIA implemented a four-month PR campaign that concluded with a product launch in New York City. Within 24 hours of the New York media tour, news releases and corresponding news coverage, Vizergy received 93,000 unique Web site visitors.



Logo and Tagline



Media Coverage