

TriMin

LANDLINK

Opportunity

TriMin Government Solutions develops software applications for county governments that ease the mountains of data entry that county recorders face on a daily basis. After shifting its “green-screen” applications to be Web-friendly and platform-independent, TriMin needed help defining its new modular position. How can TriMin introduce an umbrella brand and improved naming hierarchy?

Insight

A brand development process was used to create a new category and properly position the suite of products. The brand name “LandLink” was developed to help communicate the system’s core purpose, and highlight its versatility. All messaging was built upon the foundation of the product portfolio, leveraging the tagline “Expandable. Versatile. Modular.”

Outcome

Through LaBreche’s brand-development process, LandLink and its modular system was launched at the Missouri Conference in May, and marketed throughout the 2008 trade show schedule. The strategy allows TriMin to expand its presence in key markets outside of the Midwest and build a sustainable platform for future technology products.



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