

# Anoto - Corporate Identity

Repositioning a technology licensee business into a mass-consumer digital writing accessories brand



## Background

Anoto is a global leader in digital writing and drawing solutions. Its technology platform and branded products enable high-precision pen or stylus input on nearly any surface - from capturing and digitizing handwritten notes and business forms on paper to designing, creating and collaborating directly on large interactive displays, whiteboards, and walls up to 24 feet.

Anoto, its strategic licensing partners, and developer community offer a broad portfolio of products, applications and services to business, consumer and education markets, including best-in-class digital note-taking, creative solutions, collaborative solutions, classroom learning solutions, and document processing & management.

### Services completed

- ✓ Mission & Vision
- ✓ Strategy & Positioning
- ✓ Naming & Nomenclatures
- ✓ Branding & Identity
- ✓ Marketing & Messaging
- ✓ Product Design
- ✓ Corporate Headquarter & Online Presence

## Challenge

The Anoto Group with over 150 employees, is headquartered in Lund (Sweden), with offices in Norrköping (Sweden), Basingstoke, Guildford and Wetherby (UK), Los Angeles, San Francisco, and Boston (US), and Tokyo (Japan).

To generate increased interest and ignite demand for its portfolio of digital writing pens, Anoto needed a new and innovative product design and range of packaging to meet the needs of an increasingly demanding customer base and a mobile industry with progressive innovation in technology.

*“As a full-time consultant at Anoto for over three years, it was a privilege to lead the overall shift of the corporate image and implement the company wide facelift. Directing the strategic brand building efforts with a cross-disciplinary international team resulted in renewed excitement, commercial appeal and increased sales.”*

-Hein Haugland, Global Head of Marketing, Anoto

## Solution

Anoto Live Pen is a conventional pen with digital capture capabilities that transfers handwriting from paper and other surfaces to digital devices - desktop, laptop, tablets and smart phones. Anoto Live Pen offer individuals the most direct way to duplicate notes and drawings from analog medium over to digital format, and for large enterprise systems to effectively automate handwriting recognition and other process oriented tasks.

The turn-around of the Anoto brand was lead by the Global Marketing Director position at Anoto - a full-time consultant assignment. In the company wide role the work between in-house teams in four countries and resources in three continents - Europe, US and Asia - was an ongoing collaborative effort.

The responsibility to drive and direct the complete rebranding of Anoto included drafting the marketing and media strategy, as well as developing and implementing the new logo and corporate identity system, new product design, packaging, website, sales tools, communication plans for press and social media all markets and investor relations.