



OVERLAND AGENCY

# Dolphin Safe Source Branding

**CLIENT:** For more than 15 years, Dolphin Software™ has been the innovation leader for chemical compliance and management solutions for Fortune 1,000 companies. The Overland Agency became Dolphin's agency of record in 2001.

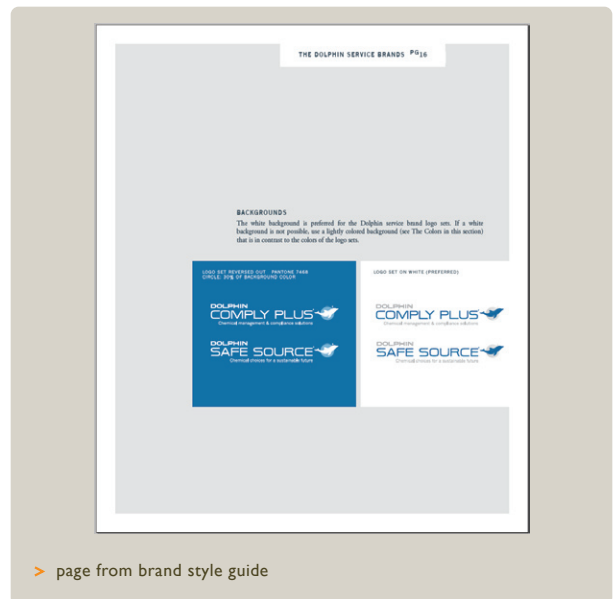
**CHALLENGE:** In 2006, Dolphin developed an exciting new service: Dolphin Safe Source®, continuing the company's tradition of innovation. The program gives global industries the ability to analyze their chemical inventories with deep visibility to reduce the numbers of hazardous products they use, to find "greener" and safer alternative products, and to save money in the process. However, this service brand represented a whole new audience (supply chain and procurement decision makers). Dolphin needed sophisticated yet attention-grabbing new branding and a marketing vehicle that would engage and motivate this new executive audience.

**SOLUTION:** Having produced creative advertising for Dolphin that surpasses industry standards, Overland's instinct was to be bold. The "hot button" issue of corporate sustainability was the perfect springboard. First, Overland leveraged the rich brand equity of Dolphin Software by positioning Dolphin Safe Source as yet another forward-thinking solution from the company. Once brand elements were established in the new brand guide, Overland produced an objective 15-minute documentary about the importance of reducing toxic chemical use in industry. (See Case Study: Dolphin Safe Source Documentary.) Simultaneously, Overland built a sophisticated, search-optimized website on which the Safe Source services and documentary can be viewed.

**RESULT:** The Dolphin Safe Source site is a popular resource for companies wanting to implement more sustainable, money-saving practices into their operations. Site visitors can stream the powerful 15-minute documentary that features global green chemistry experts, business leaders, and journalists making the business case for sustainability. They can learn the first steps required to getting on the path toward a greener—and more profitable—business. Besides viewing product and service information, visitors can also register for free educational web seminars and access a variety of helpful resources.



> website



> page from brand style guide



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