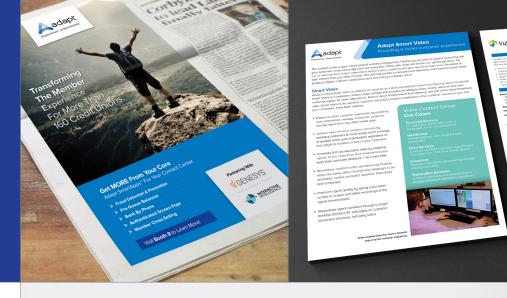


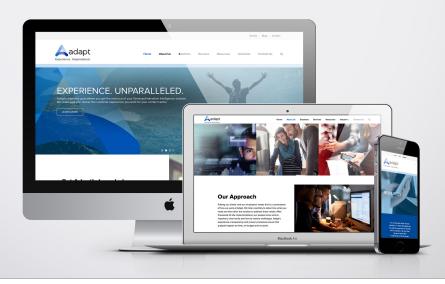
ADAPT TELEPHONY SERVICE



CREATIVELY TAILORING A BRAND STRATEGY TO HIGHLIGHT PRODUCT INNOVATION

As a valued partner to Adapt Telephony Service, a premier provider of innovative Contact Center management systems, Blu Sky helped define and develop a new, unified messaging strategy to match their respected history of product innovation. Blu Sky convened a cross-functional Adapt team for an all-day brand immersion session to discuss what the Adapt brand stands for today. The result: an integrated marketing communications program incorporating a new logo, website, tradeshow booth graphics, along with case studies and content management to connect with their customers.







Experience. Unparalleled.

