

# MILLION-DOLLAR RESULTS FOR A NEW COMPANY

## ABOUT ACIETA

Acieta is a leading integrator of industrial robotics and related automation systems. The company helps clients reduce manufacturing costs, increase throughput and achieve other crucial operational objectives.

## STRATEGY

- Create a brand, logo and website to position the new spin-off company, Acieta, which was formerly the Automation Division of Ellison Technologies.



- Dispel industry myths and misconceptions about the costs and labor impacts of robotics automation.
- Build an SEO-ready website to support future online marketing efforts.

## KEY TACTICS

- Facilitated stakeholder discovery to identify value propositions, benefits, differentiators and style preferences.
- Exercised creative brainstorming and group ideation to develop key messages of brand identity and logo concept.
- Conducted keyword research to identify non-branded search demand related to robotics, automation and relevant industry applications.
- Applied best practices in responsive Web design and development.

## RESULTS

### MILLIONS IN REVENUE

In the first 12 months after launch, our new website generated sales leads that produced several million dollars in revenue.

## AMAZING FACT

### POWERFUL BRANDING STATEMENT

Through a bold approach to design on content, the new website made a strong and positive impression in the market, helping Acieta to quickly establish a compelling brand identity. understanding of sustainable technology issues.

“Our new website was a roaring success in every respect. It established our brand, laid out our value proposition, presented our services and definitely convinced prospects we are the go-to source for robotics.”

Bob Goossens, Chief Operating & Technology Officer  
ACIETA



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