



CI DESIGN CASE STUDY: VERSITI

Brand Launch Video



CID was tasked with creating videos that not only announced the new brand, but reassured viewers that the organization’s community driven mission was unchanged.

The Challenge

Recently, blood centers in Wisconsin, Ohio, Michigan, Indiana and the greater Chicagoland joined forces under one corporate umbrella as Versiti.

Although each individual organization under the Versiti umbrella is well known in their respective communities, the name “Versiti” was still new to the marketplace. CID was tasked with creating videos that not only announced the new brand, but reassured viewers that the organization’s community-driven mission was unchanged.



The Solution

CID’s Emmy-award winning video production team knew they wanted to create a metaphor that emphasized how important Versiti is to the community, as well as how important individual donors are to Versiti’s mission.



CI Design wanted to push viewers to think about what would happen if the “pulse of the community” stopped, and achieved this dramatic moment by pausing all action on-camera, creating a silent moment →



CID Services Used

- Creative conceiving
- Art direction
- Copywriting
- In-house video production (pre-production through post-production)
- Original music composition
- Audio Mixing



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that forces viewers to notice the change. When the action picks up again, the video drives home the idea that Versiti, a blood donation clinic, is an integral part of each community.

An original song composed and recorded by CID’s in-house team gives the video an uplifting, hopeful and energetic vibe throughout the piece.

The concept that resonated most originated with the idea that every community has a rhythm or a pulse which is created by each individual in the community serving their purpose. For a community to keep moving, living, and breathing, it needs each individual to keep serving their purpose.

The Results

This “pulse of the community” brand rollout video cuts aired in :60, :30, and :15 versions on broadcast outlets in Wisconsin and Michigan, as well as through online streaming services. The spots have helped audiences understand that the four separate regional brands are now providing the same great local services with more effectiveness under the unified Versiti umbrella.