



Rocketshop Updates Corporate Look and Feel for Sharp Microelectronics of the Americas with New Brand Platform

Enhanced visual identity, other updates highlight client's commitment to customers

Vancouver, Wash. – Nov. 13, 2007 – Today, Rocketshop, a full-service marketing and advertising firm, announced a recent brand refresh for its client Sharp Microelectronics of the Americas (SMA). The new look and feel for SMA, based in Camas, Wash., was designed to reinforce the company's commitment to bringing innovative products to market and to add congruency to all aspects of SMA's communications to customers, partners and employees. The new brand identity will be extended through SMA's website, advertising and marketing outreach, and other print and web-based applications.

"We develop technology that helps enable the next generation of industrial and consumer electronics," said David Franks, Sr. Director, Human Resources and Administration at Sharp Microelectronics of the Americas. "So our brand must represent the many ways we empower our customers to improve business processes and people's lives. Rocketshop expertly executed a branding update that reflects the quality of our present-day products and services, and underscores our excitement for future innovations."

The new brand work for SMA, a long-time and venerated leader in the electronics industry, required Rocketshop to develop a comprehensive strategic marketing plan, brand guidelines, messaging, advertising campaign and design deliverables to illustrate the quality of high-resolution LCDs and electronic components technology in all SMA communications. An updated "word palette" ensures SMA clearly and consistently communicates its dedication to offering unmatched support and service for Industrial Applications (IA) developers. The website update utilized the existing platform and functionality, yet integrated compelling design elements and copy. Media planning, buying and design all fueled a national ad campaign that rolls-out the new identity to the industry in targeted trade publications.

"Updating a brand identity for a company like SMA is an invigorating challenge," said Rocketshop President Greg Jones. "You have to retain the equity and history of the brand, while still helping guide the company and its customers to embrace a new era. The work we've done here achieves both of those goals, and will continue to highlight SMA as the most trustworthy and dedicated partner in the industry."

About Rocketshop

Founded in 2000, Rocketshop is a creative services firm specializing in advertising, marketing and PR. With an immersive process used to gain quick insight into unique business challenges, Rocketshop delivers solutions that drive commerce. From branding and product messaging, to channel expansion strategies and creative services, Rocketshop offers the end-to-end services our clients need to stay competitive. For more information, visit www.rocketshop.com.

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