



z2marketing.com
vervecast.net

Extreme Branding

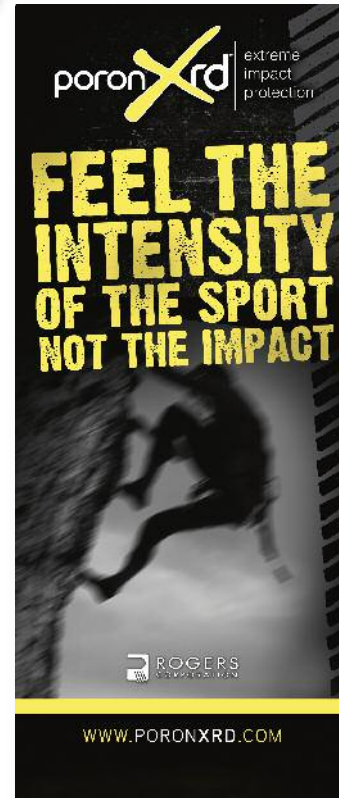
PORON® XRD™ Extreme Impact Protection, is the aggressive sister brand of PORON® Performance Cushioning, marketed to extreme athletes and outdoor adventurers. They needed a brand that communicates its hardnosed approach to extreme impact protection. Z2 helped articulate the brand's promise: "Feel the intensity of the sport. Not the impact."



Hang Tag



Web Site



Trade Show Banner

BRAND PLATFORM ■ WEB ■ VIDEO ■ SALES COLLATERAL ■ TRADE SHOWS ■ ONLINE MARKETING
PHOTOGRAPHY ■ COPY WRITING ■ PRINT ADVERTISING ■ RICH MEDIA ■ PACKAGING & PRODUCT LABELING

