

MediaLive International | Corporate Identity

# The energy of face-to-face marketing.

## Creating a new name and identity for Key3Media's fresh start

### Overview

With a portfolio that includes COMDEX and Network+Interop, Key3Media was the premier producer of events, forums and conferences for technology industries. Following its reorganization under Chapter 11, Key3Media chose to break from the past, and asked Catapult Thinking to devise a naming strategy more consistent with its vision of live event marketing. Catapult Thinking embarked on a naming strategy that celebrated the energy of interactive marketing across channels and highlighted the company's global presence. We created the company's new name and identity—MediaLive International—and worked with their internal team to maximize its launch into the market.

### Impact

Building on its new foundation and upward momentum, MediaLive International was able to acquire an impressive brand portfolio of 20 annual worldwide events, attracting the attention of industry giant CMP Media. In early 2006, MediaLive International's Technology Media Group was acquired by CMP for \$65M.



Scope  
Brand Strategy  
Naming & Nomenclature  
Corporate Identity



Catapult Thinking is a hybrid agency that helps companies align marketing, brand and channel initiatives with business goals.

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