



MACKAYIWONG DEVELOPS NEW NATIONAL BRANDING STRATEGY FOR AMJ CAMPBELL SELF-STORAGE DIVISION

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AMJ Campbell — Canada's largest moving company — is expanding their range of services to include self-storage. In January 2008, the company turned to Mackay|Wong to develop a new brand for their national rollout. To maintain their leadership role in the Canadian moving marketplace, AMJ identified the need for a national retail self-storage division.

Initially, AMJ planned to adjust their current logo slightly to reflect the expansion of their brand into a new segment. Mackay|Wong, however, determined that a more decisive approach was necessary. Since the majority of self-storage users are women, Mackay|Wong suggested a softer, more inviting identity for the intended target market. Mackay|Wong's branding department set to work, and istore was born. From the building facade to the colour-coded labeling system, the entire customer experience at istore will instill security, familiarity and trust to its patrons.

"We felt it was important for the istore brand to move away from the industrial, commodity-based market; instead we wanted to create a brand suited to a more experiential-based customer," says Kelly Moorhead, creative director of Mackay|Wong's branding department.

The new design — which has now been successfully phased into an existing Brampton location — not only consists of a new identity, but also encompasses architectural elements, signage and packaging. Along with its ability to transform existing sites like Brampton, istore has been designed to be seamlessly applied to new locations.

For more information please contact **Kelly Moorhead** at 416.341.2348