

CASE STUDY



Challenge

Cleco Tools, a global leader in industrial assembly solutions, was preparing to launch CellTek, their breakthrough line of cordless tools designed for precision, reliability, and safety-critical industrial applications. With tight manufacturing timelines, Cleco needed a full suite of marketing collateral to support the launch, but actual products were not yet available for traditional photography. The challenge: deliver visually compelling, technically accurate materials that would excite the market and communicate the CellTek advantage from day one.

Our Solution

Bridge35 partnered closely with Cleco's global marketing team to develop a comprehensive launch package, leveraging our expertise in CGI, graphic design, and technical copywriting to overcome all creative hurdles.

What We Provided

CGI Product Renderings

We produced photorealistic CGI images of the CellTek tools, enabling Cleco to showcase every detail of the product before manufacturing was complete. These renderings provided a dynamic and cost-effective alternative to traditional photography, allowing for full control over lighting, angles, and branding elements.

Product Brochure & Spec Sheets

B35 designed and helped to write the CellTek product brochure and technical spec sheets, translating complex engineering features into clear, persuasive copy. Our layouts balanced technical data with strong visual storytelling, ensuring both decision-makers and end-users could quickly grasp CellTek's benefits.

FOCUS ON YOUR WORK, AND BRIDGE35 WILL FINISH THE REST.

Support Graphics

To round out the campaign, we created additional support graphics for digital and print use, including infographics, iconography, and visual assets for web and trade show applications. Each piece was crafted for consistency with Cleco's established brand identity.

RESULTS

Accelerated Launch:

Cleco was able to launch CellTek with a complete, professional suite of marketing materials - despite not having physical products ready for photography. The CGI renderings and technical content allowed for early engagement with distributors and end-users.

Brand Consistency and Impact:

Our deep understanding of Cleco's brand ensured all collateral reflected their vision and standards, helping CellTek stand out in a competitive market. Cleco's marketing leadership praised Bridge35's creativity, attention to detail, and ability to deliver high-quality work under tight deadlines.