

Lubrizol

constructing a cohesive brand

When Lubrizol’s Building & Construction needed sub-branding expertise, they looked to akhia communications for help. We collaborated to build upon their corporate brand equity and establish a consistent voice and look for their chlorinated polyvinyl chloride (CPVC) resin product.

the quick take



communication consistency

akhia brought the Lubrizol CPVC story to life through a brand presence that clearly defined the company as the thinkers and creators behind the advanced materials that allow for the product’s strong performance.

6 different departments provided insight

less than **3 months** from start to brand relaunch

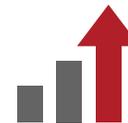
what drove our success?



tailored messaging
We built our holistic platform around the message of “MORE INSIDE,” showcasing the value of invisible, yet powerful, technology inside the resin.



relentless research
Our process was designed to maximize information gathering and sharing, resulting in messaging well-aligned with Lubrizol’s value proposition.



rapid development
We assembled a team of dedicated individuals to work through a large volume of collateral and messaging updates in a short period of time.

