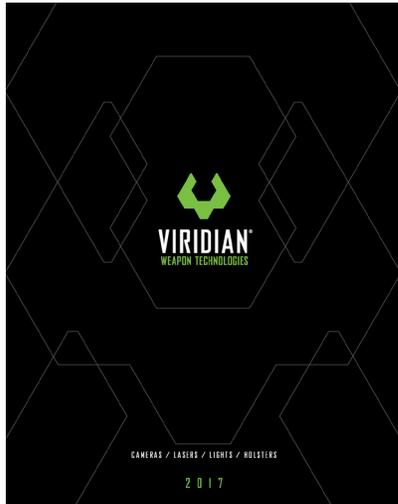


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CASE STUDIES & EXAMPLES:  
PORTFOLIO ADDENDUM



Before



After



## VIRIDIAN REBRANDING VIRIDIAN, MINNEAPOLIS, MN

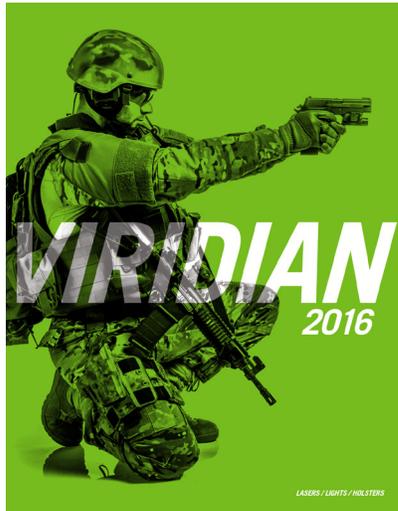
When upstart companies are built in the family garage with the dream of creating a new product, far too often the brand identity is the entrepreneur's last consideration before going to market. Viridian is no exception to this commonplace pitfall. Fueled by innovation but short on purse strings, ownership developed a home-grown logo and ID straight out of Microsoft Word and after a decade of use, the brand ID had become the norm. So how do you get ownership to consider a drastic departure from the brand identity they personally created?

Enter Mike Dinndorf. It was time for a change and someone needed to step up and drive it. In 2016, the organization was now looking beyond its legacy product and new technologies were on the drawing board that were more than "lasers and lights". Continuing down path with "Viridian Green Laser" as the company identity would make these new product introductions confusing to a whole new audience of potential customers. I was faced with driving internal change without making the past decade of brand work feel irrelevant. Through much C-level conversation, the introduction of smart design and a lot of hand-holding, company ownership overcame the anticipated resistance of changing their logo and company name to VIRIDIAN WEAPON TECHNOLOGIES™. Soon it wasn't just the right decision, but rather why didn't we do it sooner!

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## NEVER GO NAKED CAMPAIGN VIRIDIAN, MINNEAPOLIS, MN

Viridian innovated and engineered high tech products yet still struggled gaining momentum within the industry. Product development alone was not going drive the brand to the promised land. What Viridian needed was a brand campaign that would break through the clutter of a congested industry and engage their key demographics; from first time consumer to grizzled wholesaler. NEVER GO NAKED™ successfully delivered that message because it cleverly conveyed a key message that resonated with all of their key audiences. Before long, Viridian had made leaving home naked a thing of the past. #NeverGoNaked

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## TENACIOUS ASSAULT VEHICLE PROGRAM ERGODYNE, ST. PAUL, MN

Connecting a brand to a welder on a frenzied construction site or roughneck toiling in the oil fields of North Dakota is never an easy task, and it's especially challenging when your brand is sold through a distributor and you don't own the direct relationship. To outflank this B2B conundrum, Ergodyne launched the Tenacious Assault Vehicle program (TAV) as the way to engage this key audience in a place we know they'll be - on the job. The TAV is so much more than a badass, fully-customized truck that turns heads as it rumbles onto an active worksite; but rather it is a fully-functional training and demonstration platform that connects workers to both the Ergodyne brand and innovative safety solutions so these hard working men and women get them home safe every night. The net result is a powerful mobile marketing program that connects the brand in a manner that is truly unique and memorable.

My role was take this concept and make it come alive. From researching the competition, building the necessary budgets, choosing the perfect vehicle and accessories, designing never-been-built accessories, developing relationships with key customization and design partners and making it 'road ready' with relevant event gear, I owned this project from start to finish. The first TAV launched in the summer of 2014 with plans to add 4+ additional vehicles by 2016.



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## HOUSE OF "ORANGE" ANNIVERSARY EVENT ERGODYNE, ST. PAUL, MN

Some require therapy when the age of 29 comes and goes, but celebrating a milestone like the company's 30th anniversary is something that needed to be bigger and bolder than anything attempted in Ergodyne history. In addition to making this hallmark moment a major theme within the entire 2013 Marketing plan (including development of an alternate anniversary logo, numerous national sweepstakes and the playful use of the Roman Numeral "XXX" to raise a few eyebrows), the 30th anniversary needed a "crescendo moment" that nobody in the industry would ever forget. The answer was creating The House of Orange.

I took on the full ownership of this live event hosted in Chicago at the world-famous House of Blues, kicking off the project management a full 18 months before the first VIP playfully walked the orange carpet into this once-in-a-lifetime Ergodyne Experience. The event featured an invitation list of over 1200 guests and required a massive amount of pre-planning including multiple site visits, the negotiation/management of a national recording artist from California, transformation of the House of Blues into an Ergodyne-branded wonderland, the on-site management of my entire staff and the HOB staff, multiple contracted photographers, a personalized registration process and a plethora of fully-integrated brand experiences. When the last bar stool was stacked and the lights shut off, more than 700+ guests from around the globe had experienced a night they will always remember; and a brand they never will forget.



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## TENACIOUS UNIVERSITY ERGODYNE, ST. PAUL, MN

Tenacious University is a hand's-on, 2 ½ day training program executed three times each year at the Ergodyne headquarters. Already regarded as a top-notch training program in the industry [based on participant survey feedback], I believed we could take it from "good" to "great" by integrating our unique brand even deeper. The result was the introduction of authentic graduation caps, gowns and mortarboards to enhance the overall experience. In true form with our brand, each graduation class now ends their final day of training by adorning orange caps and gowns and walking through a gauntlet of cheering Ergodytes to the melody of Pomp and Circumstance. Participants of the program are blown away by the ceremony; and the mortarboard tassel they take home is more than just a memento. It is a physical connection to a brand experience like no other.



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## MERCHANDISING AND POINT OF PURCHASE ERGODYNE, ST. PAUL, MN

Innovative safety products are designed to save lives - in some cases just a finger - but they don't help anyone if they collect dust in the corner of a distributor's showroom. Ergodyne had put its merchandising program on the back burner for such a long time, there wasn't even a drop of stock to simmer when it was time to turn up the heat. It was my challenge to rebuild a new merchandising and point of purchase program that would showcase and display the company's innovative product categories; and drive the brand at every retail touch point.

In less than six months, I introduced two custom-designed acrylic displays to support a new line of safety eyewear, a new line of assorted showroom brand banners, a new slatwall fixture specifically built to support a Fire-Resistant apparel, two different free-standing displays for merchandising gloves and assorted work gear, and I developed a prototype 'future display' that is currently being tested at retail. Overall, 12 different point of purchase items are now inventoried and ready for retail.



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## LOCATION & STUDIO PHOTOGRAPHY DIRECTION ERGODYNE, ST. PAUL, MN

If a picture tells a thousand words, then you better make sure that the images captured for a high-end brand are authentic, relevant and unique. Under my direction, Ergodyne's catalog of location and studio photography increased three fold; and the method of storing and backing up these digital assets went from a fragile in-house hard drive to a professional, cloud-based digital asset management portal that provides employees, partners and customers access our imagery 24/7/365. Smile...the camera loves you, baby!

