



Creative Solutions for:

John Hancock Mutual Life Insurance  
iBasis, Inc.

SNET

Natural MicroSystems Corp.

Sonic Software

Gulf Oil

Concord Communications

Ford Motor Company

Lotus Development Corp.

Digital Equipment Corp.

Apollo Computer

AdvantageHEALTH

Boston Technology

Brooktrout Technology

EDGE Industrial Design

Clear Software

Marvel Comics

The Back Bay Restaurant  
Group

Uno Restaurants

Springfield College

The Wang Center for the  
Performing Arts

Infocom

Epstein Photography

Brooks Drugs

Suffolk Downs

Shawmut Bank

Boston Five

Fleet/Norstar

Computer Corporation of  
America

Hewlett-Packard Medical  
Products Div.

Datamedix

Delmed

F.W. Faxon

S.D. Warren Co.

Weyerhaeuser Paper

**Michael Howell** August, 2000

Creative Solutions

617.630.9091

## **iBasis is the new name. Howell delivers the new theme.**

There's a new way to communicate around the globe: IP (Internet Protocol) Telephony, which uses the Internet instead of traditional telephone lines to connect calls. VIP Calling of Burlington, MA has developed technology that makes the voice quality and connection reliability of IP calls the equal of the traditional telephone system. It's a breakthrough so dramatic, the company decided to change its name. Then it wanted a whole new positioning.

Howell & Associates came through with a theme line that calls attention to iBasis's unusual name while at the same time sending a strong message of the revolutionary nature of the company.



**Opportunity begins with i** establishes the company as aggressive yet confident that iBasis is where the real action is. The twist of "begins with i" immediately links the new theme line to the company name. An ad campaign that plays off these elements is currently under development for the company.

*If your company wants to stand out, here's your opportunity. Call 617-630-9091 or email: mh@mhowell.com*