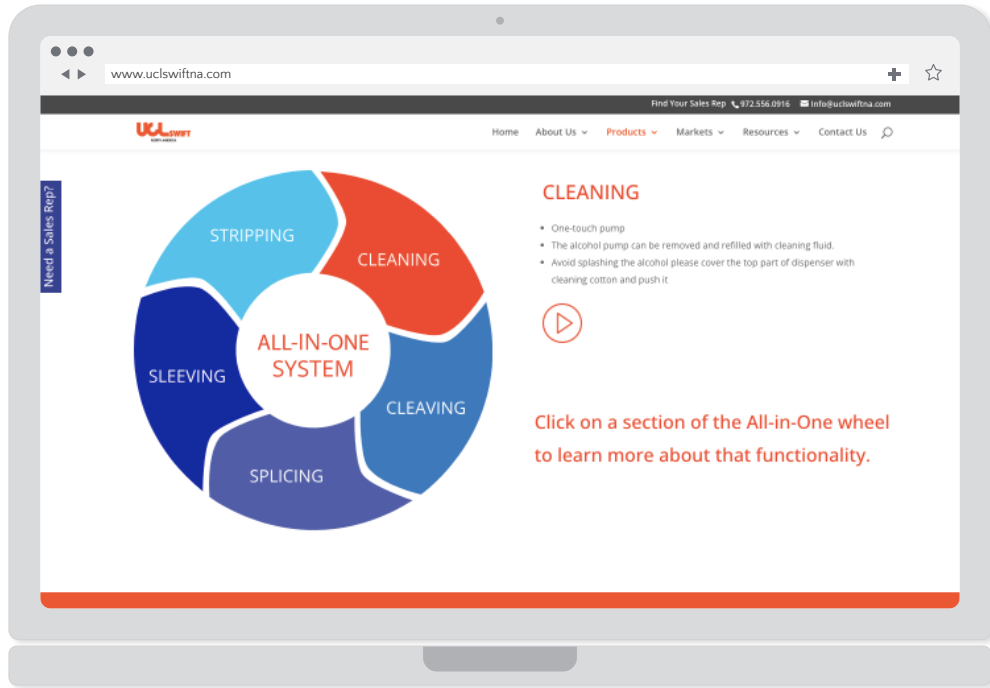


UCL SWIFT NORTH AMERICA

Brand Management | Website Design | Branded Environments | Manufacturing & Technology



Website Development and Management

THE BIG IDEA

UCL Swift North America, a subsidiary of UCL Swift, is a nationwide provider of performance-engineered fiber optic components. As the North American flagship of this global company, UCL Swift NA wished to be the continent’s premier high-precision technology company. Recognized for its superior-quality products and exceptional customer service, UCL Swift NA aimed to expand its market presence and product offerings to better serve the North American market.

Social Media Management



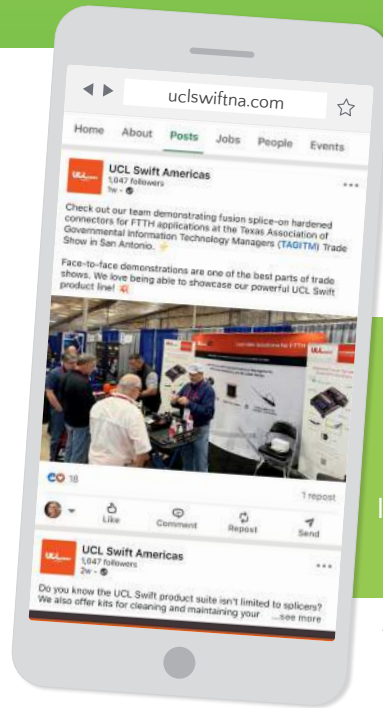
Brochure Design



10%
REVENUE GROWTH
EVERY YEAR SINCE 2018

THE STRATEGY

Kudzu and UCL Swift NA are long-term partners. Together, we have created a robust B2B strategy with successful measurable goals and tactics for UCL Swift NA. Kudzu has helped UCL Swift NA develop a strong brand identity using relatable and consistent messaging and imagery, allowing them to accomplish their market position. UCL Swift NA's brand is easily recognizable with a reliance on modern fonts, exceptional product photography, and graphical elements with a minimalist, clean design. In addition to a refreshed website, we continue to create printed and digital sales materials, trade show graphics, advertising, and social media content, including newsletters and blogs.

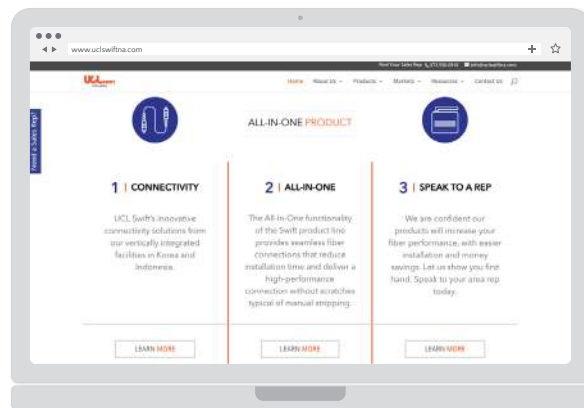


245%
INCREASE IN IMPRESSIONS
FOR Q1 OF 2024

◀ Social Media Management

“We are so pleased with the work Kudzu Brands has done to redefine and establish our brand. With this renewed direction, we are able to better compete in a global market.”

Brad Everette, General Manager
UCL Swift North America



#3
IN MARKET SHARE UP
FROM #12 SINCE 2018

THE IMPACT

Now fully aligned with their South Korean headquarters, UCL Swift NA continues to build on the momentum of their exceptional products in North America and globally. The entire company has adopted the brand standards and positioning established by Kudzu and UCL Swift NA. This pivot for the entire company has allowed UCL Swift NA to see growth year over year. Today, UCL Swift NA has elevated its market position from a Tier 3 provider of fiber optic components to a Tier 1 provider alongside only two other major competitors. Additionally, they are poised to have another stellar year in sales as well as experience tremendous market expansion.



READY TO GROW YOUR BUSINESS?

Scan the QR Code to learn how Kudzu Brands can get your brand growing.