



Advertising for Safety and Distinction

As the dominant and market leader in building safety certifications, the challenge for UL was to remain top of mind in the face of growing competition. Our idea was to remind inspectors and building component specifiers that UL is the safest solution by creating striking, character identity photography. All audiences know their options in safety certification, the goal is to keep UL top of mind as the leader and reminding them that the UL name is the only two letter 'solution' they need to know. We color branded all the coordinating online advertising creating a cohesive campaign that doubled previous response.

