

### 13.3: Logo

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Figure 13.3 The new msnbc.com logo was a key change in the brand. The new logo was more Web-centric, and the lowercase letters made it more welcoming to readers.

While part of the team concentrated on the creative production elements, Danielle and Katie focused in with Catherine and her colleague Gina Stikes on how to present the campaign to the press.

SS+K used a press release, as you learned about in [Chapter 9 "Choose Your Communication Weapons: SS+K Decides Upon a Creative Strategy and Media Tactics"](#), to disseminate information about the campaign launch. But even before that, the PR team had given the *Wall Street Journal* an *exclusive* or first chance to cover a story. The reporter interviewed Catherine as well as Marty and some other folks from SS+K so that on the same day the campaign launched, the world was reading about it.

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