

“ In a world where capabilities decks are often uninspiring and uneventful, we decided to make something that would stand out while showcasing both our creative talents and strategic thinking.”

Anthony Dodero, Founding partner and creative principal



Goodification & Blurb



Tool:

Blurb for Adobe® InDesign®

Format:

Magazine

Tool:

8.5 x 11 in (22 x 28 cm)

Goodification, a New York-based creative agency, helps companies and organizations define, promote, and sell their brands. They've worked with big names like Pepsico, Levi Strauss, and Verizon, as well as up and coming companies. Smart and strategic innovation is Goodification's modus operandi. So when it came to promoting their own brand, they wanted their own materials to reflect that. And that's why they produced a Blurb magazine.

A Big-Impact, Low-Cost Leave-Behind

Anthony Dodero and his partners spent significant time considering their options. They felt they had an opportunity within the industry to go against the grain and do things a little differently. At the same time, they were very cost conscious. "We wanted to be able to leave something memorable behind at client meetings," says Dodero. "With our Blurb magazines, we can afford to do that." The magazine has become a huge part of Goodification's brand identity; it's the cornerstone of their 360° advertising and promotion efforts.

“ Everything starts with the magazine. Our website is laid out exactly like our physical magazine. This is important because it not only creates consistency, it also allows the viewer to reference our work easier—no matter what format they’re viewing.”

Anthony Dodero, Founding partner and creative principal



Blurb Makes Quality and Design Easy

The agency did their homework before choosing Blurb. “We used other online publishing platforms but always ran into difficulties here and there and were not fully satisfied,” says Dodero. “Blurb offered us ease of use with outstanding, consistent results time and time again. The customer service was also amazing and very helpful with resolving any issues that came up.”

Blurb + Adobe: A Designer’s Dream

The fact that Blurb has a plug-in for Adobe® InDesign®, the primary tool the agency’s designers use, was also a big draw. “The InDesign plug-in took all the guesswork out of formatting our layouts,” says Dodero. “Having this tool meant that we could just concentrate on the most important parts of our magazine—the design and the content.” Dodero says the magazine is getting rave reviews from prospects. “It’s definitely captured the attention of many potential clients, which is exactly what we aimed for,” he says.

For more examples of business books made with Blurb, visit: [Blurb.com/business](https://blurb.com/business)

About Blurb®

Every company has a story to share with their customers. Blurb® is a creative publishing platform that unleashes the creative genius inside everyone. Blurb’s platform makes it easy to design, publish, market, and sell professional-quality books, catalogs, and magazines in both print and digital forms. Through its bookstore and online marketing tools, Blurb enables businesses to sell and share their work.

Founded by Eileen Gittins in 2005, Blurb includes a team of design, Internet, and software veterans who share a passion for helping businesses bring their stories to life. To date, Blurb has shipped over 6.5 million books to 70 countries. In 2010, Blurb was ranked the fastest growing media company on the Inc. 500. Blurb is based in San Francisco with an office in London.