

NAME ANALYSIS. DEVELOPMENT. MARKET INSIGHTS.
PRODUCT PORTFOLIO ALIGNMENT

Tugboat was brought into to develop a new product name for a particular Blackbaud segment and to help lend direction on how to position this offering within the appropriate context of the their brand portfolio. After careful analysis, we offered up several candidates with the winner being Altru, Blackbaud's latest offering specifically intended to address the needs of arts and cultural institutions.

