

# Client Case Study



Industry: Professional Services

## Situation:

- A full service, pre-employment background screening company was looking to increase awareness and customer base nationally as well as internationally
- Company image did not promote services to the target audience in a clear, direct message
- Marketing efforts were inconsistent which resulted from inadequacies in strategy, organization, and planning
- Ineffective website did not communicate the services of the client and portrayed the client in a different light than desired

## Solution:

- Implemented a new Corporate Identity package which included an innovative logo which was created to reinforce the brand and increase awareness
- Highlighted customer services through creation of new brand collateral, such as a brochure, sell-sheets, and press kits.
- Expanded customer base through recommended brand strategy which included a precise message of client services offered to the consumer
- Developed new website design with enhanced functionality which allowed the target audience to navigate the site with ease and obtain information quicker
- Generated new marketing strategy through conducted market research and redefined company goals