



Creating a brand identity to increase value and competitive advantage

In a world where only the strongest brands win, a solid brand identity makes your organization visible, relevant, and unique.
How would your customers describe your brand identity?

An effective brand identity needs to connect with today's professional services buyer to stand out from the competition and drive sustained growth.

CLIENT INDUSTRY

Government

CLIENT CHALLENGE

Prior to kicking off this project, our client struggled to expand their brand awareness beyond their existing marketplace. Without an identifiable logo, message, or strategic marketing techniques in place, the identity of the organization suffered. Reveille Group's challenge was to create a comprehensive branding strategy that targeted new audiences, incorporated strategic marketing into existing business development processes, and established an industry advisory council to assist with future marketing projects.

OUR SOLUTION

To support the program office objective of increasing awareness of program offerings to target audiences, our team was brought in to support the roll out of a new (and comprehensive) marketing and communications program. To help our client achieve this objective, our team conducted a current state assessment, interviewed stakeholders, built a strategic communications plan, developed a new website, built a brand strategy, and is responsible for the continued management of creative materials developed to support a new brand identity.

OUR GOALS

**Grow brand
visibility**

**Increase proactive
outreach activities**

**Develop marketing
collateral**

**Establish an industry
advisory council**

OUR APPROACH



**Researched trends
and conduct analysis**



**Recommended a media
strategy for paid and
non-paid platforms**



**Created branding
guidelines, collateral,
and event materials**



**Utilized
Analytics**

- Conducted a current state assessment
- Interviewed stakeholders
- Researched emerging technologies

- Brought innovation to the website through the 18F's team Federalist Template
- Audited all existing content
- Streamlined new content

- Conducted focus groups
- Coordinated with external stakeholders to ensure style compliance
- Provided continuous management and maintenance of materials

- Collaborated with IT required website coding
- Leveraged Google Analytics to measure ROI
- Enhanced the quality of audience and customer insights

OUR IMPACT

FRAMEWORK FOR A VISUAL BRAND

- Along with a new identity design, marketing collateral, trade show booth design, and new website, the Reville team was able to successfully assist the client with all aspects of brand development

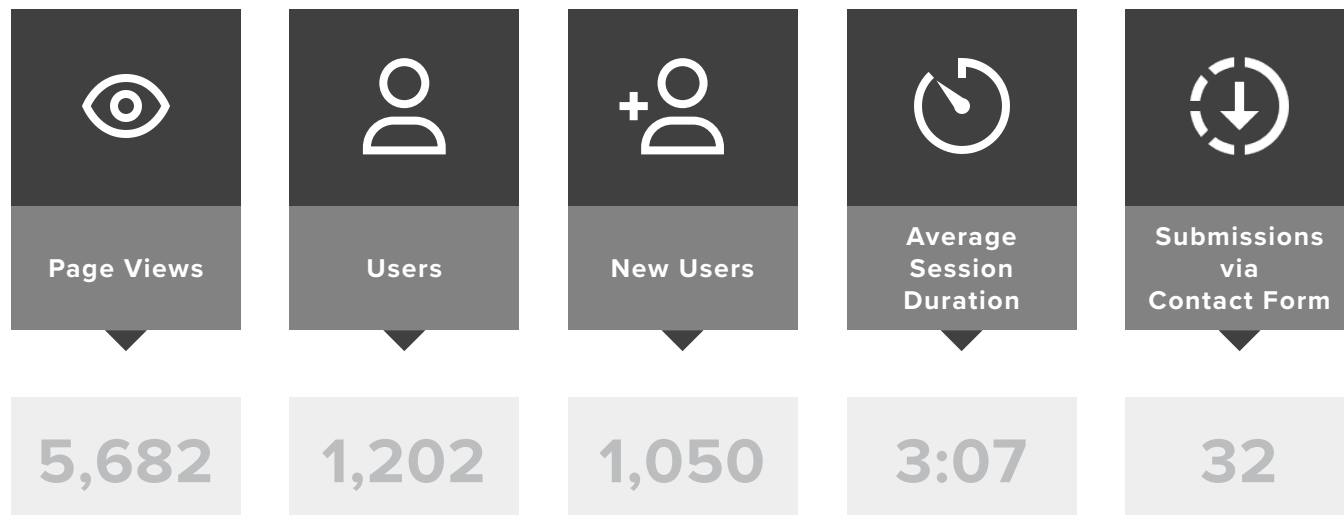
STRATEGIC MARKETING & COMMUNICATIONS

- Through providing advice for press outreach, public speaking events, and proactive partner outreach, the Reville team ensured increased brand recognition among the client's target audience

ONGOING BRAND MAINTENANCE & DEVELOPMENT

- To continue to promote the new brand, communication tools, and other strategies with the entire internal team, the Reville team helped ensure these items were successfully socialized with the internal audience

UTILIZING GOOGLE ANALYTICS



January 2018: First full month of Google Analytics—establishing a baseline



January 1—March 31 Google Analytics

45

Events Attended
in 2017

5

Digital Pieces
of Earned Media
Received

24

Marketing Outreach
Events Attended From
January—April 2018