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One Voice Across All Media. Concentrated Communication.

case study

BRAND RE-LAUNCH

Company:

Divney Tung Schwalbe

Industry:

Civil, Architectural and Environmental Engineers

Challenges:

- Leverage existing brand equity to better define the organization
- Create marketing materials to personify the brand
- Strategically plan for growth



Solution:

Founded in 1972, Divney Tung Schwalbe (DTS) is a team of land use experts who provide extensive services in Planning, Civil Engineering, Landscape Architecture, Environmental Approvals and Project Management. In 2007, DTS approached Hudson Fusion to increase the company's awareness, broaden their market reach and increase their client base. Beginning with our Discovery Phase, Hudson Fusion conducted research to formulate DTS' positioning and key messages, created a differentiating tagline and refreshed their brand identity. Once this foundational work was complete, we created a new stationery system, their first website, a corporate brochure, pocket folder and proposal binder. With the brand firmly in place, DTS is poised to begin marketing that will increase their client base and attract qualified staff.

The refinement of their brand and development of their positioning provided clarity for clients and prospects on the company's services and expertise, and elevated their professional visibility. The marketing materials provided "talk" behind the "walk", giving credibility to their message. The brand was first embraced by the staff and then rolled out to their existing customers via a launch package. Hudson Fusion leveraged our brand development and integrated marketing expertise to help DTS compete more effectively in its marketplace.