

NEWBERRY

Studio Brand helped reinvigorate Newberry Architecture's brand with a stylish, new website to prepare them for a transition into new leadership.

GOALS

- Increase brand awareness through a variety of marketing initiatives, including: market research, digital and interactive marketing, superior creative and design collateral, and a visually appealing and informative website that turns visitors into leads.

APPROACH

- Create a means for principals to take on more forward-facing roles with clients, vendors, and partners, so the spectrum of go-to, trusted advisors is diversified.
- Develop cohesive internal and external branding to allow Newberry to convey their vision and be easily recognized in the marketplace.
- Entice a younger clientele to establish a client-base with more longevity and varied aesthetics.
- Solidify a stronger online presence to reinforce Newberry as an expert, established architecture firm.

RESULTS

- Designed and launched a high-quality website for optimal user interactions.
- Created a mobile-ready design with top-level search engine marketing functionality.
- Rebranded firm as experts in their field and a top-choice for prospective clientele.
- Reintroduced principal employees as fundamental leaders within the firm.

THE CURRENT SITUATION

Newberry is an established and trusted name in the architecture and design industry with Founding Principal Ken Newberry being the recognizable figurehead for the company. Mr. Newberry is heavily relied upon both internally and externally with clients. He is considered the “go-to” closer while his principals are often seen as his trusted collaborators. He is looking to retire from the company within a five to ten year timeline and, ideally, transition the company over to three principals (with the option to add principals as the opportunity arises). Because clients are looking to hire a “lead” as opposed to a team, the rebranding efforts are meant to position the three principals: Clint Johnson -Principal Designer, Gina Brown -Principal Designer, Jorge Carranza -Principal Project Manager, as the faces of Newberry. Studio Brand was tasked with designing and developing a brand new website that highlights the expertise of the firm while introducing some of the newer principles for their transition moving into the future.

INDUSTRY: PROFESSIONAL SERVICE

YEAR: 2018

SERVICE SCOPE: WEBSITE DESIGN AND DEVELOPMENT

PROJECT TEAM:

BRAND DEVELOPMENT · CONTENT MARKETING · SOCIAL MEDIA MARKETING · WEB DEVELOPMENT · INTERACTIVE MARKETING

THE SOLUTION:

Studio Brand designed and developed a website that utilized new design elements that are easier to navigate and integrated beautiful imagery to showcase Newberry's diverse portfolio. The objective was to rebrand Newberry Architects as design experts who are trustworthy and client driven. This was accomplished through the creation of the logo, business cards, stationery, marketing materials, website, and other visuals. Studio Brand positioned Newberry as the unparalleled architecture firm for clients who are looking for an individualized and refined design experience.

PROJECT GOALS AND OBJECTIVES

Studio Brand 's external objective for Newberry was to strengthen the recognition of the principals to existing clients and present them as experts to potentials. This was accomplished through refreshed branding that reinforced Johnson, Brown, and Carranza as experienced leads and Newberry as the preeminent architecture firm that can execute any look and style. Studio Brand 's internal objective for Newberry was to create a consistent, authoritative, and relatable voice through which all communications are. This encompassed a mission statement, an “elevator pitch” to describe Newberry, its services, and expertise -along with talking points. By utilizing both the internal and external approaches presented above, Studio Brand 's final goal was to drive repeat business while also generating a new portfolio of clients.

MEASURE OF SUCCESS

Performance on each platform is monitored daily, and analytics reports are created monthly. Using metrics from each quarter, the digital marketing strategy is reevaluated and changed accordingly to increase reach and engagement. Below is a list of measurable that will be tracked for each platform:

Website traffic: Sessions | Pages Per Session | Visitors | Session Duration | Blog Views | Bounce Rate | Backlinks

“ The website revamp was critical for Newberry and its brand to make strides for a brighter future.

—Matthew Elmore, Sr. Web Developer at Studio Brand

