

# TOLUNAY-WONG ENGINEERS

Studio Brand updated a 25-year-old geotechnical services brand to compete in a new, digital marketplace, increasing revenues, site traffic, and business development leads.

## GOALS

- Update brand to reflect a modern, innovative firm
- Improve brand awareness of core services
- Boost inbound bid solicitations, qualified leads, and new business

## APPROACH

- Create strategic marketing and rollout plan
- Redesign a modern, approachable brand with mobile-responsive, educational website
- Implement new logo, brand guide, and marketing collateral
- Launch a targeted, multichannel sales and marketing campaign to targeted potential clients

## RESULTS

- One-year increase in bid requests of 423%
- Web traffic increase of 120 average monthly visits to 4,200 average monthly visits
- Launched client's first direct sales campaign in eight years
- Social media subscriber growth of more than 200%

## THE CURRENT SITUATION

Tolunay-Wong Engineers (TWE) is a full-service geotechnical engineering and consulting firm with decades of experience in business and more than a dozen offices across Texas and Louisiana. Following the retirement and divestment of one of the company's founding partners, TWE performed an internal audit and arrived at the conclusion that it was time to significantly update its brand, market presence, and business development initiatives. There were several reasons why. First, the company's branding materials were neglected for years, rendering them dated and ill-suited to digital marketing. Second, TWE found themselves forced to compete in an increasingly crowded marketplace for geotechnical services.



We knew it was time to project a different TWE. With the internal company changes, we needed to position the company for future growth, and this meant creating an actual marketing system and all the required foundation items.

INDUSTRY: PROFESSIONAL SERVICES

YEAR: 2015-2017

SERVICE SCOPE BRAND DEVELOPMENT

PROJECT TEAM:

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

## THE SOLUTION

Studio Brand created an overall marketing strategy which outlined the tactics for TWE's entire service scope, including rebranding. The rebranding strategy outlined a competitive analysis, our design approach, the new brand voice, and more. In positioning TWE as industry-leading experts and safety gurus, we determined that besides a comprehensive strategy, the company messaging needed to be updated. This was a challenge, because TWE is a large company with hundreds of employees. Ensuring consistent messaging required a solid roll-out plan and brand guide.

## PROJECT GOALS AND OBJECTIVES

TWE has a conservative business culture with a proud history. Maintaining this identity while updating the brand and messaging enabled TWE to position itself as a highly experienced, contemporary firm. SB began by creating a cohesive brand rooted in the firm's history, then designed and developed a mobile-responsive website accessible from the field. Our ultimate aim was to market TWE as a cutting-edge thought leader in its industry and dramatically increase engagement from its target audience of construction and safety professionals on the Gulf Coast.

## MEASURE OF SUCCESS

The rebranding work delivered by Studio Brand repositioned TWE as a current, capable firm in an increasingly crowded professional services niche while preserving and highlighting the company's legacy of success and achievement. We more than surpassed our goal for increasing bid requests and smashed all of the client's previous expectations for digital lead growth and online subscription. TWE is now well-positioned to compete in the modern marketplace following the departure of a founding partner.

—Phillip Grice - VP of Sales and Planning, TWE



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