



Corporate Merchandise Supplier Case Study

HOW A BRAND WORKSHOP HELPED A COMPANY DEFINE WHAT MAKES THEM UNIQUE, OUTLINE HOW TO REBRAND THEMSELVES, AND DEVELOP A COMPANY ENVIRONMENTAL SOCIAL GOVERNANCE STRATEGY.

BACKGROUND

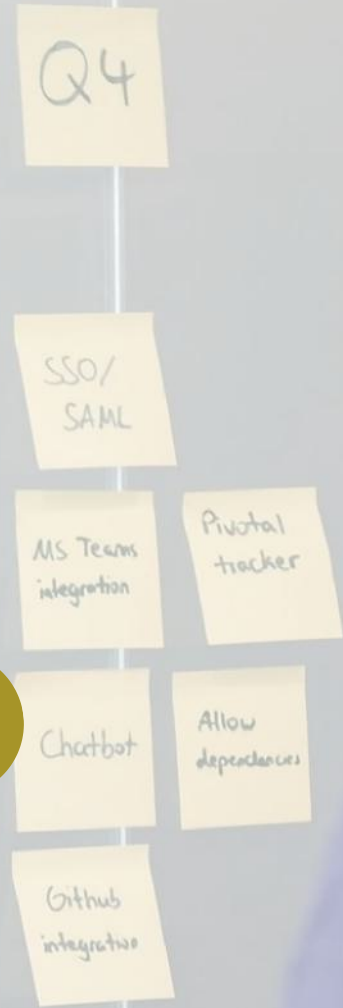
Counted on by their clients to help elevate their branding on merchandise, this national corporate merchandise program provider wanted to make a shift in their business strategy to be guided by corporate social responsibility. The challenges were many in wanting to make the change starting with the leadership team not being able to uniformly articulate what makes them stand out from the crowd.

GOALS

- Unify the leadership team on what unique value makes their company different
- Develop core values and company vision that are aligned with strategic direction
- Determine how to design and implement an ESG Program

STRATEGY

Our method provided a process and forum for the newly developed leadership team to align on the company's unique value and how to demonstrate that value in both commitment and action. They developed a strategy to reshape their company into a leader in their space in revenue and corporate social responsibility. They were able to leverage the talent from the entire team, as well as their business partners, to initiate and execute an ESG program that became their company's north star.



RESULTS



Successfully rebranded the company, both culturally and visually.



Implemented new policies and processes to reflect the company's values and vision.



Grew business with existing customers based on rebrand and acquired new customers who aligned with their values and vision.