

Case Study

Gary Gabriel Associates

Sector: Consulting Structural and Civil engineers

Market: Residential developments, local authority/public buildings, retail, commercial



Background

Professional firm with offices in Kent and Dorset originally concentrating on the South East but now serving clients nation-wide.

Objectives

The firm has matured to a point where it is no longer just a regional business but is expanding to work on projects across the whole of the UK. It sought PR and marketing advice to change market perceptions of it as just a local or regional practice.

Solution

Shere conducted a review of GGA under the 'SHERE Plan' process and produced a set of recommendations and a campaign to establish a clear profile for GGA and communicate to target audiences the firm's association with projects nation-wide.

A key element of the campaign was to update and refresh the corporate brand. This would act as a marker point for the change from a regional to a national operation.

Results

A fresh new identity has been created to mark the transition and this has initially been applied to all of the firm's stationery, cards, invoice paper to take forward the new brand.

Client comment

"We feel Shere Marketing understood our objectives very clearly and produced an effective marketing plan to meet these objectives. Their creative approach to the redesign of our logo has been refreshing and has produced a look we are confident will take us through the next stage of our business development."

Gary Gabriel
Senior Partner