

BRAND RENOVATION SUCCESS STORY

MORGAN CONSULTANTS, Inc.
Engineering Integrity in Food and Beverage Processing

Q When is *engineering* a new name NOT the right solution?

A When your existing name is a valuable asset.



PROBLEM: Morgan Consultants, Inc. wanted a seat at the table for larger contracts and was looking for a firm to help it create a new name.

SOLUTION: Morgan Consultants, Inc. hired The Brand Renovator to keep the best and revitalize the rest – and the best included the company’s name.

The Brand Renovator...

Interviewed top customers to uncover the hidden brand equity in its name – trust, integrity, and niche expertise – attributes that money can’t buy.

Introduced the new tagline:
Engineering Integrity in Food and Beverage Processing.

Created a succinct way to communicate over 26 engineering services in complex selling situations – addressing the needs of multiple buyers.

Stewarded the development of a new logo and marketing collateral to evoke an integrity of process.



RESULT: “You precisely targeted and expanded on the unique, marketable aspects of the company, resulting in a powerful marketing message which has earned us attention we have never received before.”

– Traci Morgan, Principal and Founder



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Keep the best. Revitalize the rest.