

# BRAND RENOVATION SUCCESS STORY

Employee, Inc.

Employee Information Management. *Redefined.*

**Q** How do you compete in a muddy sea of outdated industry jargon?

**A** You *redefine* the industry.

**PROBLEM:** Employeease is a technology pioneer offering an increasingly complex set of web-enabled human resource services. Building on ten years of growth, the company needed a succinct way to claim its leadership position and encompass its growing list of capabilities in preparation for an IPO.

**SOLUTION:** Employeease relied on The Brand Renovator to uncover the common thread across service offerings and claim it as the company's own.

**The Brand Renovator...**

**Interviewed top customers to uncover disconnects** between the way Employeease and Employeease customers described the business.

**Researched the competition to uncover disparities in brand positioning** and an industry riddled with confusing and outdated jargon.

**Established the new tagline: Employee Information Management. *Redefined.***, blending customer-friendly terminology with the language of a leader.

**Built a compelling brand story** around the redefinition theme to populate marketing collateral with a consistent and expanded marketing message.



**RESULT:** Employeease debuted the renovated brand at the National SHRM Conference – the leading conference for Human Resource professionals – and generated record levels of qualified leads that more than justified the investment in brand renovation.



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**Keep the best. Revitalize the rest.**