

# BRAND RENOVATION SUCCESS STORY

## FIREFLY FACILITATION

Capturing energy. Facilitating results.

**Q** How does one consulting firm find a focus to *fly* above the rest?

**A** By listening to the voice of the market and focusing accordingly.

**PROBLEM:** Douglas Consulting Group's business had plateaued and its marketing message lacked focus in a crowded competitive field.

**SOLUTION:** Douglas Consulting Group chose The Brand Renovator to listen to its customers and shape a message that would move the firm beyond its early success and growing list of consulting services.  
**The Brand Renovator...**

Identified facilitation as the company's heart and soul, and relaunched the business under a new name: FireFly Facilitation.

Established a common energy-charged image – the light of a firefly – to use throughout identity development and marketing communications.

Crafted the new tagline, **Capturing energy. Facilitating results**, reflecting both the firm's unique high energy style and its focus on high impact initiatives.

Arrayed the company's services – strategic planning, creative problem solving, and leadership development – around the core theme of group facilitation.

**RESULT:** FireFly Facilitation achieved record sales two months following rebranding. FireFly's President attributes these results to the clarity that comes from focusing on facilitation and the consistent image and messaging that capture her brand to a "T".

THE **BRAND** RENOVATOR™



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