



REBRAND

“Vantage brought a ton of value to our rebranding project with their mastery of brand management. Their content strategy was instrumental to our business development.”

Introduction

A decade ago, remote teams were a fancy perk that way ‘nice to have’. Today, remote teams are quickly becoming a necessity for businesses looking to cut costs and conquer competitive markets. The global economy has ushered in an era of robust technical teams without at international standards of expertise.

Our client specializes in helping clients strategically cut costs, streamline internal operations and adopt remote teams as a business growth strategy. Although they have an established and well-reputed business that is almost a decade old, their brand assets were extremely outdated with an ancient website, non-existent brand outreach and they also lacked a systematic brand structure.

Challenges

Since the client was working in a competitive IT market where there were many bigger players disrupting the market, the client was faced with the challenge of growing beyond a certain level. Since there was no seamless brand identity and messaging, employees in the business development department were sending out messages that were not in alignment. Their website or print collateral did not reflect their newer verticals. As a result new clients were skeptical to sign up. Their web presence failed to reflect growth and the lack of an integrated strategy meant that their customer acquisition efforts were an uphill battle.

Solution

We worked with this client for eight months to implement the following recommendations:

- A.** Create a strong, corporate visual identity to stay competitive.
- B.** Create a clean, professional website reflecting all verticals and also

their professional growth.

- C.** Develop a crisp, professional, direct and helpful brand voice and tone for a seamless brand experience

- D.** Create a content strategy to share branded, useful and specific content that is relevant to their target audience.

- E.** Revamp all brand collateral - pay slips, brochures, literature, visiting cards, branded environment and signage to reflect new branding.

Implementation

We designed a crisp, minimal visual identity including a customized logo, UI interface to create an experience of a clean, corporate brand. From brochure design to website to SLAs and proposals, we created seamless branded elements to reflect the company’s focussed approach to remote management.

The rebranding was rolled out in phases, creating anticipation among the client’s clients! By the time we launched the content strategy and became active on platforms such as LinkedIn, we already had an eager audience to keep the momentum going.

Results

The positive response from clients, employees and the general public was overwhelming. The business development team reported that their challenges with clients questioning inconsistencies on the website had gone down drastically.

With the new outreach materials and content strategy, more people in the industry started taking their message seriously - which translated into the company’s revenue in the remote IT sector essentially doubling itself within four months of the rebranding activity.

BENEFITS

After rebranding, the sales team found that clients started converting with a lot more ease. Since trust was built into the relationship from the outset, the managers also shared that any glitches in operations were also acknowledged by the clients in a positive supportive manner.

In terms of content strategy, creating a strong social presence set them up as a thought leader in the industry on par with much bigger players. The client is now looking to expand into new geographic markets due to their recent success.



Above (right) is a screenshot of their homepage reflecting a clean, bold, corporate presence. The entire site is designed like a notebook, with all text and graphics lining up to the left and the custom designed icons adding to their established image.

Vantage also helped the client create a focussed content strategy. First, we started posting general information posts that could be consumed by the general public, then, according to our content plan, we started posting more specific information for targeted customers. Once we gained traction, we started posting very specific, sometimes hyperlocal information to catch and hold the attention of interested customers.

When clients saw seamless branding across different platforms and through their SLA, Proposals, Presentations and other outreach, they began to view the company as a leader in the remote operations space.