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SITUATION

BearingPoint rebranded from KPMG Consulting to include current offices, acquisitions of KPMG global offices, and the absorption of Andersen Consulting. The rebranding launch project timeline was 90 days. The marcom portion of the project was multidimensional, requiring oversight of a \$4 million budget.

METHODOLOGY

- Corporate matrixed task force of key marketing personnel organized
- Responsibilities assigned based on expertise

RESPONSIBILITIES

- Directed eight-member creative services team of writers and designers
- Identified marcom tools needed to reach all customer and employee touch points
- Drove messaging and positioning strategies based on value proposition
- Purview included development of corporate and visual identity, signage, stationery, templates, print, digital and video collateral distributed worldwide to 16,000 employees in 130 countries on launch day

SOLUTION

- Oversaw the development of the new logo design and brand DNA
- Developed Corporate Identity Standards for deliverables, design, and the web
- Developed brand messaging for new marcom collateral and internal brand book
- Developed launch-day corporate video
- Produced the first annual report [received four awards]
- Produced e-learning employee course
- Created sales tools and ads

"You led our creative and production team as we changed the name of our company to BearingPoint, and we exceeded the executive team's expectations and accomplished better launch results than our competition." – CMO



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