

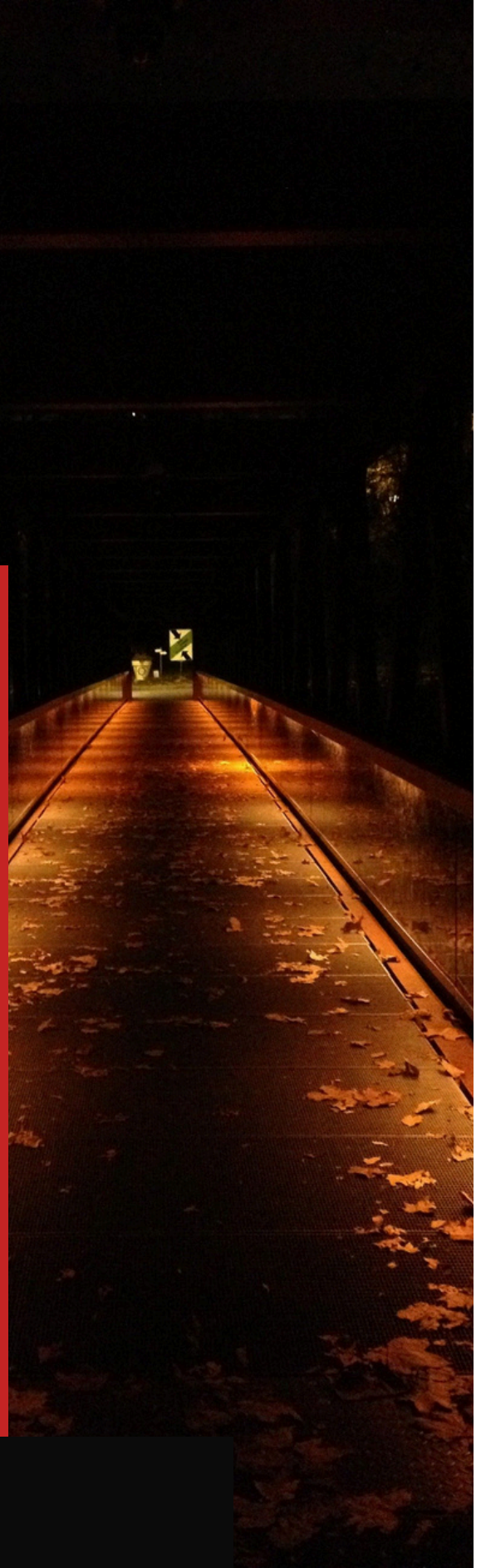


Brand Revitalization

Case Study

The modernization of a long-standing, tenured brand

redthreadjunction.com



THE CLIENT & BACKGROUND



An over fifty year-old publicly-listed global asset manager who had been navigating turbulent markets, poor but improving investment performance, eroded marketing spend and increasingly negative market perceptions. A united executive leadership team identified the need to invest and improve the health of their brand – all were aligned on the need to correct a reputational challenge.

WHERE WERE THEY BEFORE THE REBRAND WORK:

- Relying on old campaigns and taglines which were no longer aligned to its future ambitions.
- Tired colour palette and visual identity elements including its logo.
- A difficult-to-use website running with over 5,000 pages with out-of-date content and limited impressions and conversions.
- A sales team who was always playing defense and working to retain AUM versus proactively growing new AUM and new opportunities.
- Caught in a cycle of negative news headlines and coverage - no longer had control of their own message.

THE CHALLENGE

WHAT PROBLEM WERE THEY FACING?

The firm was facing continued negative headlines and ongoing fund outflows due to concerns that as a firm they were not going to survive and/or would be acquired. However, the firm was making positive changes to improve investment performance and overall diversification of their business lines in order to manage the ever-evolving financial landscape. Yet, awareness remained limited of the positive moves being taken.

STEPS TAKEN TO SOLVE THE PROBLEM

- Internal and external research to understand the firm's value proposition.
- Visual identity system evolution - creative development work to modernize the logo, colour palette and tone of voice.
- Reset brand architecture and established roadmap to clean up slate of unnecessary trademarks (logos, taglines, company names, etc.) and provide a framework for future business growth.
- Implementation of annual brand benchmarking study including baseline established prior to new brand launch.
- Full omni-channel launch: ad campaign, new website and social channel strategy and communications plans for PR and investor relations initiatives.
- Assessed talent and organizational structure and put in place new hires and re-aligned teams to better reflect business priorities and target audience.
- Proposed and implemented a multi-year MarTech stack upgrade.
- Ongoing leadership and evaluation of brand and marketing strategy ensuring consistency while also adapting as needed to proactively stay in front of peers.

THE OUTCOME

WHAT RESULTS DID WE ACHIEVE?

All brand results improved over the tenure of leading the brand and the firm held leadership positions for many of the attributes tested, including those that were most likely to drive consideration, versus its peers:

- Transformed upper and lower funnel brand health since the rebrand in 2017
- Unaided ad awareness raised by 100% from 2017 to 2023
- Unaided top of mind brand awareness raised by 185% from 2017 to 2023
- In both unaided brand and ad awareness the firm ranked highest amongst independent peers and 3rd/4th overall when ranked against large Canadian banks - those with significantly larger budgets and resources.
- Achieved significantly higher consideration rate in 2023 at 42% versus an average of 14% for its competitors.

These results were tracked annually and over the course of the testing period the media spend continued to be decreased demonstrating that thoughtful and effective media allocations can still drive value.

"Under Karrie's leadership, our brand underwent a significant transformation that enhanced our reputation and modernized our approach to content and marketing. Her innovative strategies and insights propelled our brand forward and were a catalyst for growth ensuring we remained competitive in an evolving market landscape. Karrie is "results" oriented, competitive, experienced and knows how to win."

Blake C. Goldring, Executive Chairman, AGF Management Limited



Are you ready to scale up your marketing and communications leadership?
Let's connect

info@redthreadjunction.com