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M A R K *e* T I N G

G R O W **B O L D L Y.**

2 . 7 1 8 M A R K E T I N G R E B R A N D

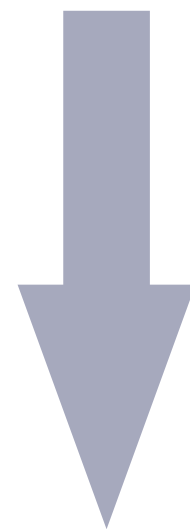
ENGAGEMENT CHANNELS

- New website
- Segmented emails
- Press release
- Sizzle reel
- Social media — LinkedIn, Instagram

AUDIENCE PROFILE

Primary: Senior Marketing Managers, Communications Managers, PR Managers, VPs, CMOs, Other marketing decision-makers and leaders

Secondary: Existing staff, Prospective employees



BUSINESS CHALLENGE & CAMPAIGN OBJECTIVES

CHALLENGE

After 35 years in business, B2B agency Colman Brohan Davis (CBD Marketing) found itself with just one of its three named partners still at the helm. Not only did the name no longer reflect the ownership, after cannabis was legalized, we found our name attracting the wrong kind of attention. What better time to adopt a new, B2B-focused brand that would shine with clients and potential employees?

OBJECTIVES

- Firmly communicate what we do best — helping clients grow their businesses... not plants
- Attract high-value clients and let them know that we understand their priorities
- Create awareness, both of the new brand (among existing contacts) and of the agency itself (for those who are unfamiliar)



PRIMARY TARGET INSIGHTS

- Tends to be more women than men
- In their mid-30s to mid-40s
- Concerned with the bottom line
- Needs to demonstrate the value of marketing and communications to their organizations and their superiors

CREATIVE STRATEGY

We knew we would need a new name — something that communicated growth. It also needed to be ownable (including a unique and easy-to-type URL) and trustworthy. Once we landed on a name, we'd be able to build a visual language around it.

The feel of the brand itself, ideally, wouldn't change much; our clients already know us as creative, strategic, and easy to talk to and understand, and we didn't want to change that.



CONCEPT & BIG IDEA

We approached our rebrand with the same strategy and thoughtfulness that we would any client — but our own personal investment was obvious.

Several rounds of naming exercises involving every employee of the agency resulted in several brilliant but ultimately unworkable or untrademarkable ideas. Finally, a winner emerged: **2.718 Marketing**.

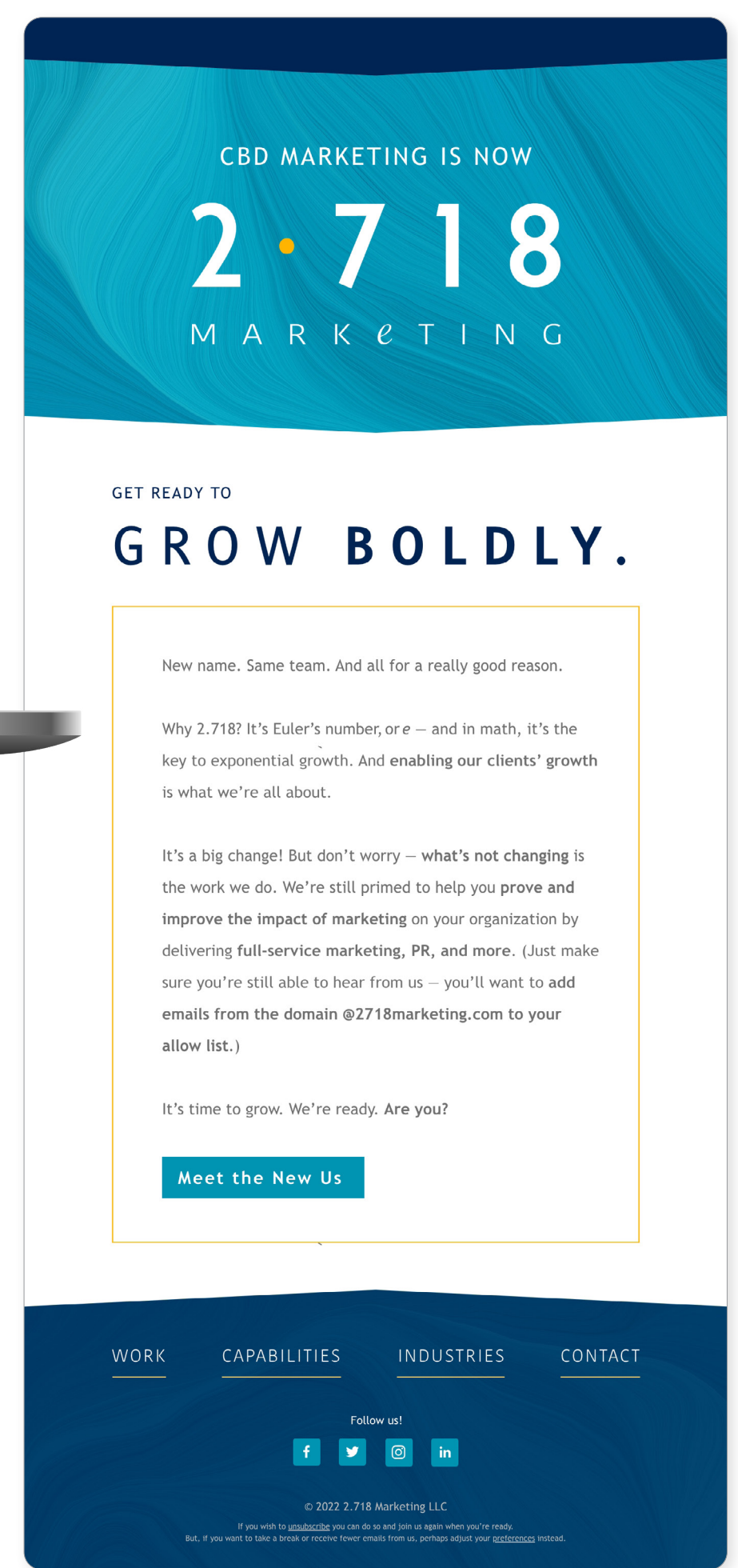
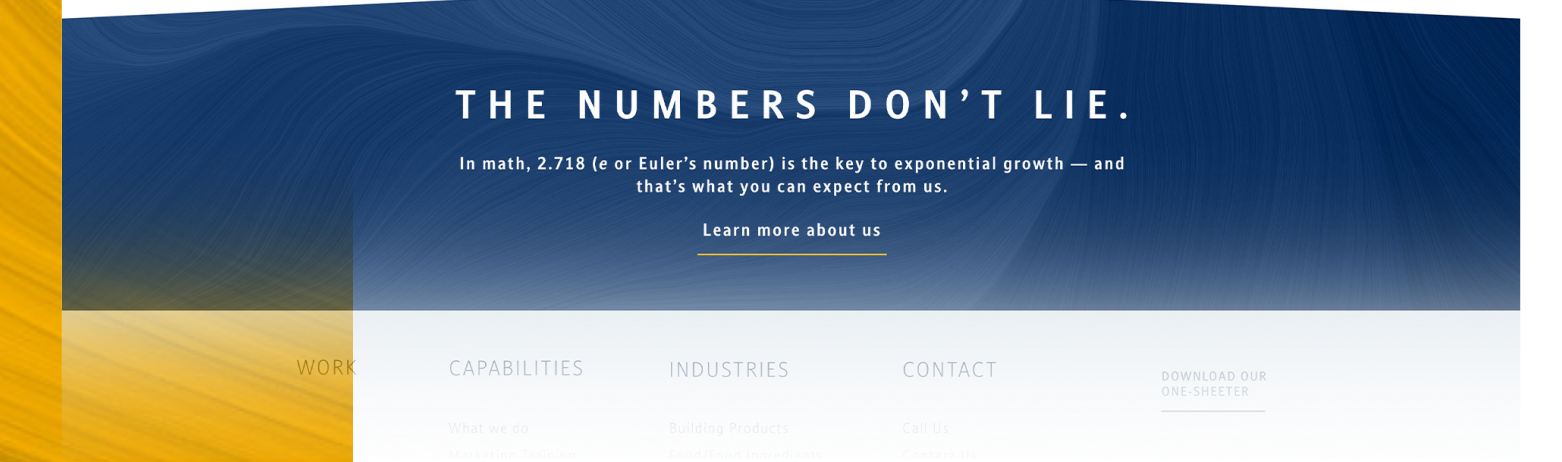
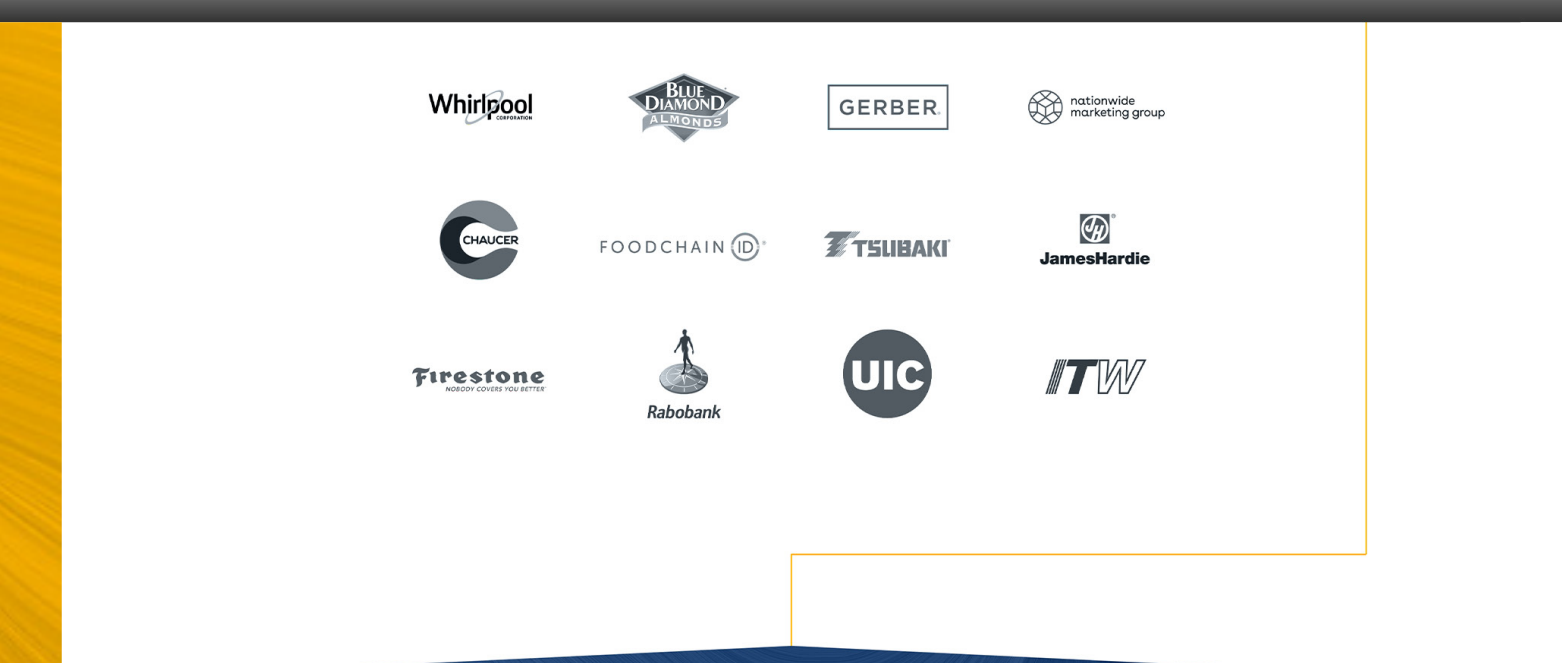
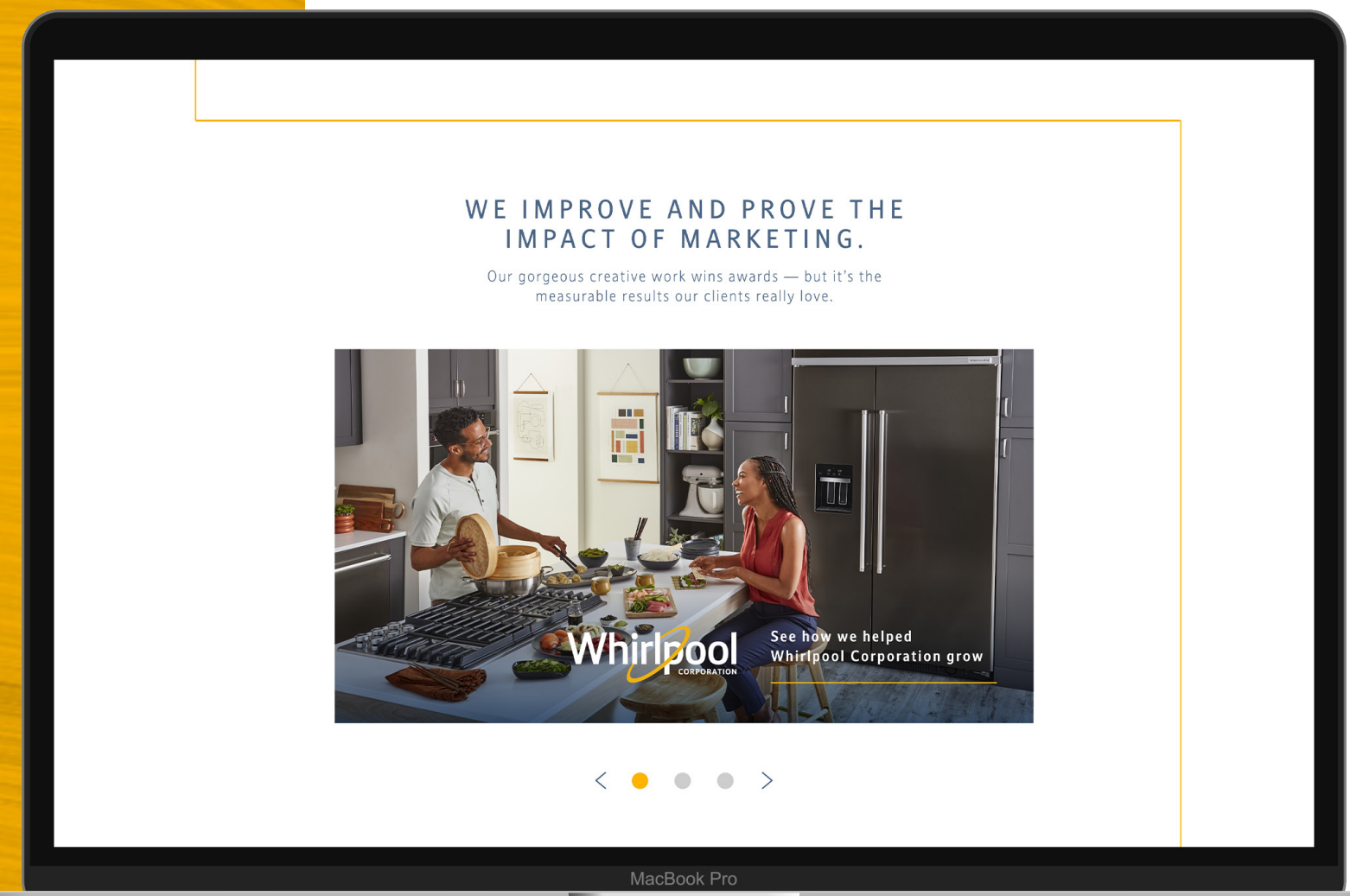
2.718 is the first few digits of Euler's number or e , the base of the natural logarithms and an important mathematical constant for calculating **exponential growth**. It's easy to say and read, it's laser-focused on our key traits, and it's nobody's but ours in the marketing space.

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TACTICS & EXECUTION

From the name, our Graphic Designer created a stunning logo and identified brand colors, along with a graphical “wave” pattern to symbolize constant change that features heavily in our visual assets. We wrote a comprehensive set of brand standards that put a stake in the ground for brand communication, from logo placement to the kind of language we use (straightforward, without jargon). And in a nod to our creative chops and assertive strategy, we adopted the tagline, “Grow Boldly.”



The brand set, we built a stunning and dynamic website to deliver the information our research told us our targets would want while deciding on an agency. When the website launched, we sent out announcement emails, along with a press release. Our social media presence changed overnight. We repainted the walls. Even the sign on our office door changed. It was a bold statement: from today, **this is who we are.**



BUSINESS BUILDING

Our new brand positions us as a growth-focused, strategic, highly creative agency. Our name is just unusual enough to invite good questions — and the entire rest of the brand answers them.

Who rebrands the rebrand-ers? We do it ourselves, with amazing results.

RESULTS

Our email blasts ensured our announcement made a huge impact.

Depending on the audience, open rates reached as high as **34.6%** against an industry benchmark of **20.5%**.

Clickthrough rates were even more impressive. Among prospects, CTR was **4.5%**, **3x** a benchmark of 1.8% — and that group was our toughest sell. Every other audience saw CTR of over **20%**, more than **10x** the benchmark.

Our social media posts about the rebrand garnered massive increases in all KPIs; across platforms, comments increased **200%–1000%**, shares increased **200%-800%**, and reactions increased **1200%–2500%**.