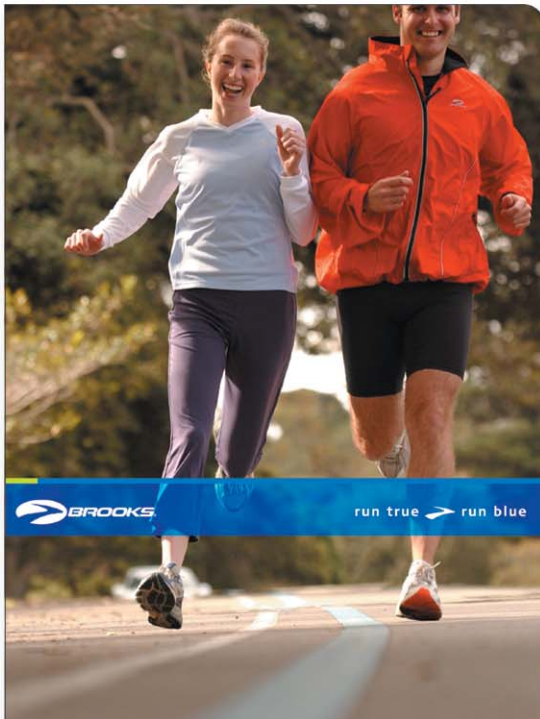




Strategy |

**Approach:**

Girvin was hired by Brooks® Sports, Inc., a global performance footwear and apparel company, to engage in a strategic branding effort. Girvin's marketing skills helped bring forth their passion for running in a verbal and visual platform, capturing the emotional strength of their story.



**Result:**

Our team worked with the executive leadership of Brooks, guiding them through a BrandQuest® to help and solidify their vision, mission and values. Gaining alignment among the key decision makers was a pivotal aspect in the success of Brook's strategic branding effort. Our work helped to develop a new verbal and visual identity that informed the spirit of the brand and their powerful story.



| Print