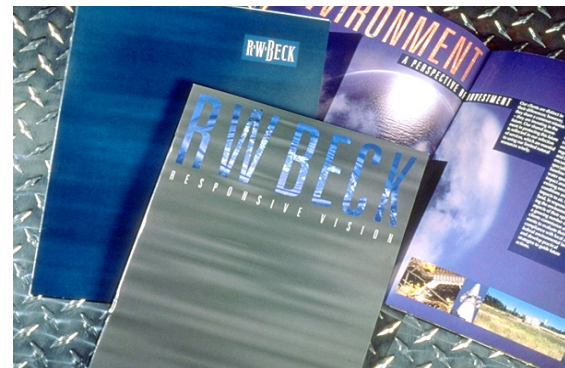




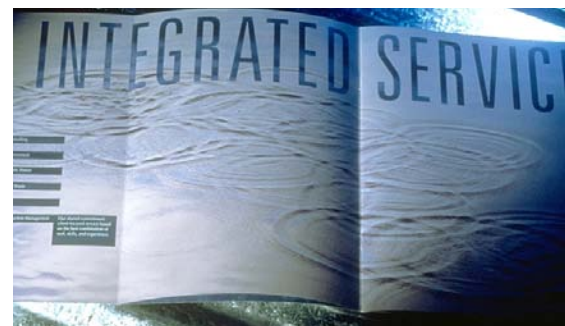
Approach:

R.W. Beck, a nationally focused engineering consulting group, approached GIRVIN for an examination of its brand, business planning and holistic visualization. GIRVIN was asked to consult on naming, message, Brandcode®, all collateral, lobby imagery and corporate graphics.



Result:

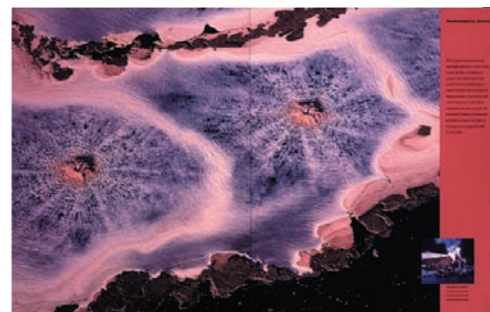
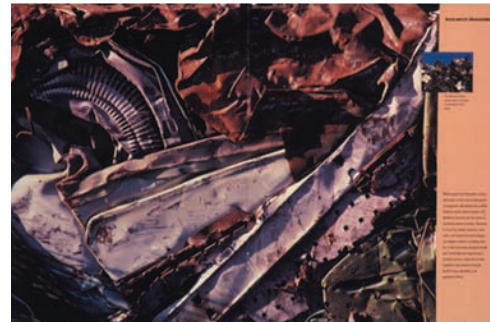
GIRVIN proposed a grouping of national interviews with the principal level team leaders of offices throughout the US and Canada and orchestrated a working seminar on brand evolution for R.W. Beck teams based on the west coast, including Denver. The positioning and marketing outcomes reformed Beck's brand platform dramatically, but utilized team consensus and the woven component of both staff engineering employees and team leadership. The coalescence of vision, as well as a wholly new way of thinking about the character of the visualization of the brand led to dramatic new positioning of R.W. Beck's practice, supporting continuous growth during successive years. GIRVIN, as part of the scope of creative action and facilitating the transitions, created a more succinct naming recommendation: R.W.Beck, from an earlier and more cumbersome name. See Site: <http://www.rwbeck.com/>





Approach:

Hart Crowser, partnering with founding leadership Ron Hart and John Crowser, GIRVIN consulted on developing a new strategy for repositioning and responsively visualizing the representation of this then emerging brand, nearly 20 years ago. GIRVIN has continuously consulted off and on with this group that was dramatically altered from a conventional engineering and geotechnical group of engineers to one of the larger groups in the United States.



Result:

GIRVIN first worked with the marketing and leadership teams for various channel practices and categories of relationship. From there, working on interviews with both the category marketing leaders, field members as well as conducting client interviews, GIRVIN created a new proposition of more authentically telling the story of the brand, empowering the messaging and pushing harder to embrace the holistic vision of the team outcomes. GIRVIN, as part of the scope of creative action and facilitating the transitions, created a more concise naming recommendation: Hart Crowser, from an earlier and more cumbersome name. GIRVIN also created the positioning: Delivering Smarter Solutions – as well as formalizing the identity system for all applications, the management of a new Brandcode®, collateral and exhibition materials as well as signing and vehicular graphics, lobby and tradeshow visualizations.

See Site <http://www.hartcrowser.com/index.html>

