Q2 MARKETING

Q2 CASE STUDY

ON THE FAST TRACK: CORPORATE STRATEGY TO REBRAND IN FOUR MONTHS.

JOHNSTON McLAMB

Johnston McLamb, an innovative, reputable and successful business and IT consulting firm, was experiencing challenges shared by many companies at some point in their evolution. Growth had slowed, and there was an internal and external lack of clarity in both messaging and offerings. They found their value proposition and suite of offerings were not recognized outside of their client base. Management realized they needed to establish clearly-defined solution sets and practice areas. They also needed to determine targeted vertical industries. Additionally, they sought to expand into other agencies and additional commercial markets.

Like many firms, Johnston McLamb realized that a reactive approach to business development was having the long-term effect of diluting their areas of expertise and clouding their external perception. To overcome this, they sought to strategically reposition the firm—from the inside out. This would mark a major new stage in the evolution of the company. Unlike traditional rebrands, this project would involve corporate strategy in the beginning, followed by a traditional creative rebrand.

JOHNSTON MCLAMB SOUGHT TO STRATEGICALLY REPOSITION THE FIRM—FROM THE INSIDE OUT. UNLIKE TRADITIONAL REBRANDS, THIS PROJECT WOULD INVOLVE MUCH MORE THAN SHAPING EXTERNAL PERCEPTION.

Johnston McLamb conducted an intensive search for a strategic marketing agency to help them reach their objectives. They selected Q2 Marketing to take the company through corporate strategy development, as well as create distinct and compelling market positioning based on core strengths and market opportunity.

The Strategy Development Process (QSDP)

Q2 customized our Strategy Development Process (QSDP) for Johnston McLamb. Building on the employee-centric nature of the company, the firm designated team members who would work on the Corporate Strategy Initiative. Q2 Marketing led the members through a variety of exercises and research specifically created to drill down and flesh out what the company should offer and the markets it should target. Each team member researched a specific solution, including market opportunity and barriers to entry. All solutions had to be vetted and approved through hard market factors that ensured viability from internal and external perspectives.

Based on the team's findings, Q2 conducted extensive market research that confirmed viability of the market, predicted market revenues, ability for Johnston McLamb to penetrate, competitive analysis of existing players and more. A high level matrix was presented with a comprehensive Strategic Plan. It clearly presented opportunity within each solution, with a breakdown for vertical industries. Q2 Marketing made recommendations to Johnston McLamb on which solutions and verticals afforded the most traction, based on the company's past performance and areas of expertise.

> **"THROUGHOUT THIS EFFORT, THEIR STAFF HAVE GONE ABOVE AND BEYOND IN PROVIDING US WITH THE STRATEGIC AND CREATIVE SUPPORT THAT WE NEED TO MEET OUR GOALS."**
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> ***WENDY HENRY, VICE PRESIDENT OF CONSULTING OPERATIONS, JOHNSTON McLAMB***

All the Wood Behind One Arrowhead: Final Decisions
In the final analysis, Johnston McLamb decided to pursue these offerings:
• Geospatial Business Intelligence/Visual Business Intelligence Solutions
• Mobility Solutions
• Business Process Management/Service-Oriented Architecture Solutions

For these industries:
• Federal civilian agencies
• Healthcare
• Financial services

Message and Momentum
Next, Q2 Marketing took the weeks of internal workshops, external research, and analysis to create a succinct and meaningful corporate positioning statement for Johnston McLamb. As the company was moving from purely IT consulting to business consulting with an IT underpinning, the core new messaging theme was: *Visionary Leadership. Innovative Technology. Strategic IT Solutions with a Purpose.* In addition, Q2 Marketing developed a working 12-month integrated marketing plan recommending programs that should be put in place to penetrate the civilian federal space and the identified commercial markets.

Creating the New Johnston McLamb Brand
With the strategy and messaging firmly in place, Q2 Marketing began the final stage of the process—creating the brand. The logo was the first part of the creative development. The logo chosen by Johnston McLamb conveys technology, upward mobility and balance. It is tightly aligned with their philosophy and methodology. Immediately following the logo selection, Q2 began working on the look and feel for all materials that would be visible to internal and external audiences. The creative approach chosen by Johnston McLamb was based on showing the fast pace of technology and the effects it has on companies and federal agencies. But by working with Johnston McLamb, clients keep pace with technology and better enable their business.

This entire program was successfully completed within four months, which was on time, within budget and to the satisfaction of the company. "Throughout this effort, their staff have gone above and beyond in providing us with the strategic and creative support that we need to meet our goals," said Wendy Henry, Vice President of Consulting Operations, Johnston McLamb.

ABOUT Q2 MARKETING

Q2 Marketing is an integrated marketing communications agency focused on the Washington DC region's B2B and B2G technology market. With qualified programs, the company is committed to ensuring clients spend their marketing dollars in the best ways, thereby reducing marketing risks. Q2 capitalizes on the synergy of client partnerships and their own market differentiators to drive revenue, bridging the divide between client need and agency delivery. With quantified results, Q2 is committed to establishing measurable metrics based on best practices—becoming an indispensable resource for clients. For more information on the QSDP or strategic rebranding, please contact sales@Q2marketing.com or call 703-273-2990.

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