



Client Case Study



1111 West Mockingbird Lane, Suite 1300, Dallas, Texas
P. 214.630.8316 · F. 214.630.8122 · W. quilladvertising.com

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the creative
act is the
defeat of habit
by originality.





lead and innovate

Re-branding an Industry Icon...

Examination Management Services, Inc. is the nation's largest fact-based information service provider. For over 30 years, EMSI has been known as the industry leader and innovator. They hired us to create a brand image that reflected their solid reputation.



Delivering leadership & innovative solutions for over 30 years.

"In all aspects, Quill Advertising went the extra mile, delivering sound strategy and thoughtful creativity, through the implementation process. They exceeded our expectations and simply put, 'they get it'. Quill thinks beyond an assignment, delivering fresh perspectives that extend the maximum effect and benefit of our communications".

Rob Brook – Executive Vice President, Examination Management Services, Inc.



lead and innovate

Client: Examination Management Services, Inc.

Assignment: Re-brand the company, plan and implement brand communications

Space: Factual-based information services

Target: Business-to-business: Insurance industry, law firms and general corporations

Scope: Brand positioning, messaging, marketing, advertising, sales support communications planning, and implementation

Business Issue: To create a refreshed brand direction of a successful 30-year-old company while applying it consistently to multiple business lines. The new brand direction must enhance the brand identity and brand equity that had been earned over the course of three decades.

Recommendation: Create a positioning tagline that reflects the core values and existing brand equity. EMSI is known for its leadership role and has always introduced innovative solutions to the industry. We recommended that the positioning tagline simply say, "lead and innovate." We also recommended the creation of a communications theme that supported the company's direction. The communications theme would provide a level of flexibility by being able to introduce different themes over time without affecting EMSI's core brand identity. We implemented a communications theme called, "BE".

Solution: Evolve the company's existing logo identity to create a current and forward-thinking image.

Approach:

- Research competitive brand positioning and communications
- Interview company leaders and customers
- Develop key messages that would support a timeless brand
- Build an integrated brand communications program that will support image perception, marketing and sales efforts

Media:

- Printed collateral
- Printed trade advertising
- Internet-based communications
- Direct marketing communications
- Printed and electronic selling tools

Result: EMSI now has a cohesive brand in place that reflects the company's core values of industry leadership and innovation.

"What impressed me most about Quill Advertising was their quick understanding of our business and the ability to develop creative design and a brand refresh that was both relevant and just enough leading edge to get all stakeholders excited".

Rob Brook – Executive Vice President, Examination Management Services, Inc.