



Client Case Study



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the creative
act is the
defeat of habit
by originality.





Building Brand Awareness Worldwide...



"Quill Advertising's experienced team was instrumental in building HQ Global Workplaces' brand identity with B2B and consumer targeted market segments.

With Quill's expertise HQ successfully achieved global brand consistency. Speed to market presence in 26 countries was achieved with Quill's ability to respond quickly and deliver on their promises. Quill excelled in devising the right strategy that allowed us to effectively maximize our market presence. We could not imagine reaching our goals without Quill on our team!"

Deborah Perkins – Director of Global Communications
HQ Global Workplaces



Business Issue: Redefine the perception of the traditional executive suite industry and brand the company globally during expansion into new U.S. and international markets. Position HQ Global Workplaces as the worldwide leader in the executive suite industry.

Recommendation: Introduce a worldwide branding strategy. Present a contemporary upscale image that better represents the high-quality HQ product offering. Define the differences between HQ Global Workplaces and its competitors. Develop targeted messages and a consistent graphic look throughout all forms of communications. Launch localized advertising campaigns into 47 U.S. markets. Introduce HQ internationally, translating communications into French, German, Spanish and Brazilian Portuguese.

Solution: Initiate a targeted worldwide marketing communications program, capitalizing on HQ's inherent strengths. After merging with the industry's third largest competitor, VANTAS, HQ has more than 400 locations in 26 countries, servicing 67,000 customers. HQ provides the infrastructure (global office access), people (trained and highly skilled staff) and technology (telecommunications, high-speed T1 Internet access and business support equipment) to help businesses succeed.

Strategy/Tactics/Media:

- In-depth research and analysis
- Standardization of newly developed graphic images
- Development of photographic image library for local and corporate marketing applications
- Customized printed fact sheets for centers, and downloadable floor plans for each of the more than 500 centers worldwide
- Marketing/sales support collateral systems translated into multiple languages
- International locations listings
- Regionally customized print advertising campaigns targeted to: consumers, corporate real estate executives and commercial real estate brokers.
- Outdoor, airport and taxi advertising
- Radio advertising localized within key markets
- Online advertising
- In-center, customizable collateral and signage
- Promotions directed to new services, and product launches to existing customers
- Trade show booths

Results:

"Our business has markedly increased above and beyond our projections. Customer response has been very positive and we're now evaluating a variety of promising new markets."

Deborah Perkins – Director of Global Communications, HQ Global Workplaces