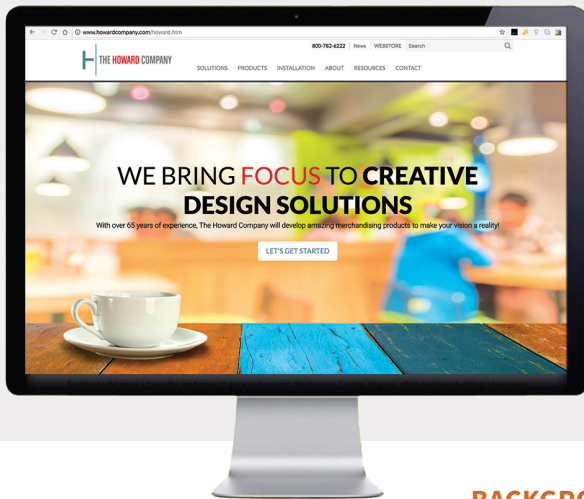


CASE STUDY

The Howard Company

HowardCompany.com



“

That they did this rebranding initiative demonstrates that The Howard Company is committed to staying current and wants to make sure they're providing the most excellent service and quality product out there. It is a nice sigh of relief from the customer standpoint that they took the time to do this and understand they had some shortcomings and are now addressing them.

I'm very happy with the work The Howard Company did in gaining our input, and with the results. It really better reflects who they are.

— Current National Food Chain Client
of The Howard Company

BACKGROUND

Since 1950, The Howard Company has been a leading international designer and manufacturer of point of sale systems for food, school, retail, and other industries. Its proven track record has provided it with a well-deserved reputation for high-quality products and exceptional customer service. In order to continue to stay competitive in today's contemporary environment and create alignment among internal staff around the core strategy of the business, the company retained Ady Advantaged to help re-define its brand and perform a complete marketing makeover.

CHALLENGE

The Howard Company put a lot of energy into making sure its customers were happy; however, it neglected its own brand and identity. The company's logo, brochures, and other marketing materials were dated, and its brand portfolio was an amalgamation of three decades of names and logos created to appeal to specific customers and segments. The result was that The Howard Company was perceived as old fashioned, unfocused, and unsophisticated, while in truth they were anything but.

THE ADY ADVANTAGE APPROACH

- Conducted market research which included extensive interviews with clients, vendors, partners, and employees of The Howard Company to better understand brand perception.
- Distilled the research and developed a complete brand profile that included a new mission, brand narrative, brand benefits, brand personality, and brand promise. The resulting new logo, branding strategy, and marketing plan better represented The Howard Company's product line and focus on the future.
- Worked with an outside website developer to ensure the new branding guidelines guided the design of the new website.
- Conducted follow-up interviews with clients after the project was completed to evaluate how the new brand resonated with this audience.

RESULTS

- The Howard Company's new brand better resonates with current and prospective clients alike.
- Website traffic, including organic traffic, continues to increase by significant margins.

Ady Advantage

608.663.9218

AdyAdvantage.com

Message From the President

What's a Brand Worth?

On the one hand, it's everything that you and your company stand for. On the other hand, it's a lot harder to determine the cost and the ROI than a new piece of equipment. And let's face it, there's a certain comfort in being able to touch and feel what you're investing your company's hard-earned money in.

So think about a brand this way: How much more would your business be worth if its brand reflected all of the aspects that your customers hold so dear? How much easier would it be to sell more to existing customers if your brand better communicated your value proposition? And how do your customers' current perceptions of your company hold you back from reaching your full potential because they don't know or believe that you can deliver the quality, service, and value that you do?

Take a look at this case study, and if your company's brand needs a reboot, give us a call.

Sincerely,

Janet Ady
President and CEO
Ady Advantage

Ady Advantage is a specialized firm providing consulting, research, branding and marketing communications. Our manufacturing practice focuses on helping small and medium manufacturers that want to grow and diversify their businesses.

Ady Advantage's core competencies in serving manufacturers are unique:

- **Unparalleled knowledge of business-to-business (B2B) markets.**

We've conducted interviews with decision makers at over 3,000 manufacturing companies, and through our sister practice area in economic development; work regularly with manufacturers throughout the country.

- **A process that diagnoses your unique situation quickly and integrates with the full solution sets of the manufacturing extension partnerships (MEPs).** We have worked with hundreds of manufacturers and can create a customized plan tailored to your needs, rather than the cookie-cutter approaches offered by less experienced firms. Our partnership with MEPs means that our solutions include not only consideration of your external markets, but also of the organizational and operational aspects of your business so that they are actionable, holistic and do-able.

- **Action plans and blueprints for growth that work.** Our team members bring experience ranging from marketing at OEMs to running large manufacturing facilities. We know how to craft marketing and sales strategies that differentiate you from the rest, and help you meet your growth and diversification goals.

- **Marketing expertise geared toward the needs of small and medium manufacturers.** We know how to brand, communicate and promote your business so that it resonates with your existing and prospective customers. Whether it's a logo, website, facility graphics or direct marketing campaigns, we can help you break through the clutter.

Consulting

What is the market potential?
How can we shift from a product-oriented company to one that is market-oriented?
What is our true value and optimal competitive positioning, beyond cost, service, and quality?

Research

How can we best diversify our customer base?
How can we best enter a new vertical market?
How can we improve the odds of achieving our growth goals?

Ady Advantage Services

Branding

How can we communicate our competitive advantages through a compelling brand?
How can we best differentiate ourselves from our competitors?
How can we ensure our messaging will resonate with our target audience?

Marketing Communications

What do we have to do to create a great website?
How do we market our business to others?
What would be the best use of our marketing resources to reach our goals?

Contact us to request a proposal or invite us to speak at your next event.



Janet Ady

President and CEO
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