



Background

Headquartered in the Midwest, River Consulting is a \$25M engineering company, which is among the top 500 engineering firms in the US. It is a well established and respected brand with a 30 year history. Unfortunately, prior leadership had led the company down a handful of misdirected business strategies, which had created confusion in the marketplace about the company's name and service offerings. River Consulting hired Mlicki to help reduce confusion about its brand story in the market and to reestablish itself as a global, industry leader.

Solution

Mlicki augmented existing external research with a variety of internal brand building programs. We interviewed employees at all levels, to dig down and identify the firm's core belief system and unique points of differentiation. Our research led to a new umbrella positioning for the brand – River Consulting as the only mid-major A/E.

After redesigning the corporate identity, the brand strategy became the basis for a brand “on-boarding” book and an environmental graphics which were used to engage internal associates around the brand's core beliefs and unique positioning. From there, we developed external brand communications including a sales collateral kit and public website. We also assisted in developing a market sector focus in order to narrow down service offerings and create focus for marketing and messaging.

Results

The River Consulting brand was refreshed; it raised perception of the firm from that of a small Midwest engineering consultancy to that of a mid-major A/E capable of functioning on a global scale. The new brand was well received by the market, in part due to its streamlined focus and more professional look. In the first 6 months post brand-launch, the program assisted in stabilizing revenue (flat sales was a good thing compared to the majority of industry competitors whose sales were still in decline.)

The company is now positioned to compete globally for larger, higher value work.

“Other consultants just wanted to talk to us about colors, logos, and brochure copy. They couldn't address the strategic elements of the brand or identity. We needed to rediscover who we were. The team at Mlicki understood that. They were able to take us deep, down to the bedrock of who we are and why we do what we do. The result is a brand that is truly authentic, and captures the essence of our firm. From there, everything else flows, and the proof has been in the way that our brand communications resonate with both clients and staff.”

Gregory DiFrank P.E.
President

