



JeffreyM Consulting | “That Special Something-Something” Campaign

The Challenge:

JeffreyM Consulting approached RocketDog after hearing about the successful solutions we completed for two other consulting/staffing companies. They learned about their success in Seattle’s Fastest Growing Companies list. The two firms highlighted were Revel Consulting and Wimmer Solutions. Our task was to deliver a unique brand solution, but unlike Revel and Wimmer, JeffreyM is unique in the way that their company culture is front and center when it comes to the type of consultants they provide. JeffreyM had been experiencing more demand for their services inside of Microsoft, but felt they were not taking full advantage of the situation. They also realized that too much of a good thing can also be bad for you. Once again we had a client that was already successful, but was missing a critical piece of their business—a unique, well defined brand.

RocketDog recommended:

- › New Website powered by custom CMS tools

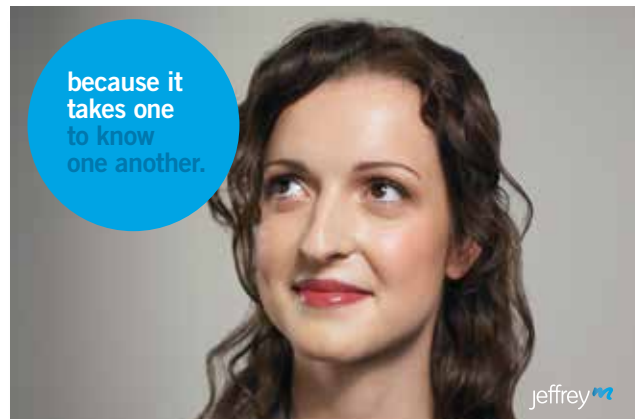
- › New positioning and strategy
- › Suite of collateral materials such as brochures, case studies, and presentations
- › Email templates

The Results:

The RocketDog team delivered on all fronts. After several in-depth interviews with the company founder and key consultants, we knew right away that the defining factor for JeffreyM was their culture. They were not your run-of-the-mill Microsoft consultants. So we developed a new brand with all new language and positioning around the idea that JeffreyM consultants had that “special something-something.” With the new brand positioning and the suite of tools to go with it, JeffreyM was able to not only succeed inside their main client Microsoft, but they were able to open new doors to great opportunities.



› BRAND IDENTITY › WEB SITE › EMAIL TEMPLATE › MARKETING MATERIALS



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December 12th, 2010

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jeffreyM

who you are,
defines what
you do.

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Dear John Smith-

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Thanks,

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