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## Case Study: FTI LITIGATION CONSULTING

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### LEVERAGING THE POWER OF BLENDED SERVICES

#### Challenge

FTI, formerly known as Forensic Technologies Incorporated, started as a company that provided scientific and engineering research services for law firms and corporations, but quickly grew to serve their clients in a full spectrum of litigation support services including jury selection, expert witness resources, and financial impact analyses. These three seemingly disparate practice areas -- science and engineering, litigation consultation, and financial analysis -- grew organically and began to create a sense of brand confusion.

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#### Solution

FTI engaged ADG to create a brand, print collateral, and a web presence to consistently market the three practice areas in a cohesive and clear approach that would attract three audiences: investors; new employees; and new customers (listed in order of priority.) ADG rolled out a website that offered a robust investor relations info center, provided a "web recruiting" model, and readily identified the various practice areas so the user could easily access the section that most pertained to them -- all, while presenting consistency with the other practice areas. FTI launched the campaign, with the website as the unifying product which incorporated the new logo, tagline, and look-and-feel.

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#### Result

The marketing and website efforts were a huge success. Shortly after the campaign rollout, FTI's stock price went from \$6/share to splitting at \$42/share and climbing. The increase in public interest resulted in industry attention, and the years that followed saw FTI's workforce growing dramatically, and the increase of business opportunities naturally followed.