



Case Study: LEADING EDGE

Challenge

Leading Edge (LEDS) is a provider of IT integration and consulting services for commercial and government sectors. Their primary offerings are consistent with that of much larger organizations, which could easily lead to potential customers believing them to be unable to perform on the same level as their conglomerate competition. Additionally, the LEDS brand was in need of revitalization, and their value proposition, as conveyed through their existing collateral, needed to be reconstructed to better represent the growth and expansion of their practice areas. The challenge was to show a boutique size company (70 employees) in a light where they could compete with companies with forces of 50,000+.

Solution

A "big enough to compete, efficient enough to serve" themed approach was taken that showcased Leading Edge's position on the cutting edge of technology. In essence, the stake was that "Leading Edge" will serve as the solutions lead for the many conglomerates that populate their verticals and align themselves with their customers as an extension of their team, as opposed to just another vendor. ADG rebranded the company starting with the goals for growth and service, and used that as the underpinning for implementation on all items. Applying ADG's brand system, ADG first rolled out the completed new brand to the employees, directors, and partners of Leading Edge. It is a firmly held belief that if the brand is not exemplified internally, it will be of little acceptance externally. The brand encompassed industry research and realignment, logo/tagline development, a complete collateral kit, a new web site, and sales/presentation materials.

Result

The buzz among LEDS personnel was extraordinary, and it created a renewed excitement and resolve among the team. When the brand was released to existing and potential customers, it served to solidify LEDS as "the partner of choice" for technology solutions, and established their position as a vital player among a sea of much larger competitors. The new approach took the best of the old brand, expanded the offering, increased public awareness, and provided the tools that LEDS needed to move to the next level of success.