[per**f**ormance]

marketing communications case history

Change management and on-line training critical to identity and branding program success for Randall & Dewey Partners, LP

Creating an image to project pre-eminence in the industry

Within 15 years of its founding, Randall & Dewey Partners, LP had become the dominant transaction advisor in the E&P industry.

The new CEO engaged Maria Moss Communications and Daniel Follette, Inc. to create and identity consistent with what the company had become and that would support future strategic positioning.

Building a comprehensive package from logotype up

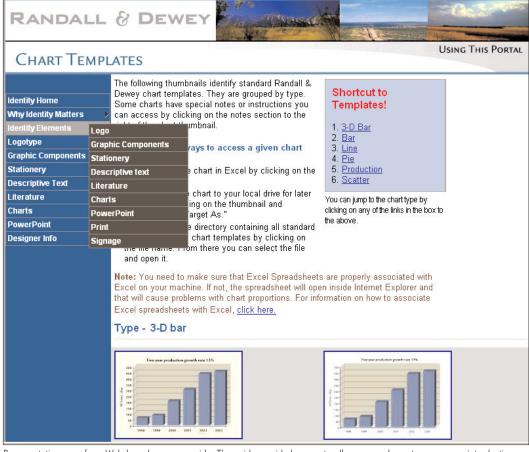While redesign of the logotype and all communications materials was a central engagement task, it went much deeper. It also involved

- creating a copy platform to define the company, its service offerings and their attributes
- branding of events and products
- developing new ways to generate and use sales literature
- implementing new sales and presentation techniques
- helping employees recognize how every action and interaction impacts identity
- helping employees implement and cope with the changes

The new Randall & Dewey Web site incorporates many of the identity program and branding components that were developed: Logotype and brand colors, shapes and graphic elements; photographic representation of company activities; engaging personalities; clear, useful information; and straightforward descriptions of company services.

DANIEL FOLLETTE *Inc.*

Representative page from Web-based program guide. The guide provided access to all program elements, a program introduction, detailed program rationale and step-by-step-instructions for the use of all elements.

The literature strategy was designed to:

- accommode communications to a range of markets
- minimize the time and expense of updating messaging as the company evolved
- minimize investment in materials that would rapidly become dated
- simplify literature and proposal assembly
- implement preferred sales techniques

By modularizing all literature, developers were able to identify and hone individual message components. Most components were packaged as so-called *static documents* – single-sheet descriptions of product lines, service features, case histories and biographies. Proposals incorporated a combination of static documents and client-specific elements in pages called *dynamic documents*.

Proposal packaging was designed to provide multiple levels of formality. Standard format templates and presentation structure improved proposal readability and usability.

Providing tools to facilitate change

The new identity and branding program The program represented enormous change in way the company did business. The program touched almost every part of the enterprise. The program involved new processes and new tools.

Comprehensive communications began with employee input and testing of elements and processes. It involved presentations to the entire corporate staff. It required close back-and-forth work as well as ongoing evaluation and adjustments.

A Web-based program guide and training tool was key component of change management. It provided an introduction, a rationale, access to and instructions for the use of every program

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Using brand development as a vehicle to improve marketing techniques

The executive team wanted to make a number of structural and process changes and used the engagement, in part, as a vehicle for change. In particular, the literature strategy — from choice of elements, to content preparation methods, format, order and style of presentation – drove use of the marketing and communications techniques they wished to institute.

The introduction of the new identity and branding was also used as a tool to educate employees about the company, to help them recognize how extensively it had changed in recent years and define for them what the company was to become.

Modular literature strategy provides a number of benefits

Randall & Dewey personnel worked with Daniel Follette to develop a modular literature strategy.

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