



CASE STUDY

COMPANY
REBRANDING

Steering a
defining initiative
back on track.

THE SITUATION

A company-wide rebrand is a critical inflection point in the life of any organization. After months of smart, strategic planning, a Minneapolis-based financial services firm was about to roll out its new brand strategy to the entire organization and its customers. But at a critical moment, it lost two valuable internal resources charged with orchestrating the entire initiative.

THE SOLUTION

To keep the initiative on course, Antenna placed a seasoned project director at the helm of the brand launch. After assessing the situation—from establishing the list of priorities to identifying vendors—our project director crafted a master schedule that coordinated all communication and production. She worked closely with team members and stakeholders from across our client's organization, ensuring all constituents and contingencies were covered.

"Our Antenna project director was critical to the successful re-launch of our brand. She helped clarify our priorities, made sure we hit all of our deadlines and, most importantly, ensured we created the desired impact with our team and customers."

Partnering with the CMO on the key decisions, she led the charge as the organization evaluated and created everything from a launch event to brand guidelines, giveaways and business cards. She also worked closely with creative and production vendors to develop comprehensive launch materials in line with the new brand, budget and timing for rollout.

THE SERVICES

- Project management
- Event management
- Production coordination
- Vendor management