

WEALTH MANAGEMENT

Corporate Identity + Communications Case Study

The Challenge

Emerald Financial Group is one of Bermuda's premiere investment firms, supplying a broad range of financial services. Emerald enlisted Groove to revise its corporate identity and to effectively create a single brand that represents its diverse range of services.

The Strategy

Groove worked collaboratively with Emerald to identify the key business objectives and value offerings. These included increasing customer awareness, loyalty, and creating a sense of the firm's approach and authority. The exploration enabled Groove to create the knowledge base of an enhanced marketing plan, beyond the branding effort, to help Emerald meet their business objectives.



Brand Identity Groove's re-branding effort involved designing a new corporate logo and word mark. We extended this new identity through a universal style guide and by revising the firm's stationery and marketing collateral.

Presentation Folder

Groove packaged all of the firm's sales and informational materials in a customized presentation folder. Intended for the use of the company's advisors and sales agents, the folder features contact information and business card slats. The contents of the folder are designed to fit together to present a unified brand identity for Emerald and its divisions.

Quarterly Report

Groove developed an innovative and cost saving design template for the firm's quarterly report.



Advertising, Promotions and Website To complete the deployment of Emerald's new identity, Groove updated the company's corporate and Directtrade websites and created a variety of advertising and promotional deliverables including magazine advertisements and direct mail pieces.

The Result Emerald's re-branding initiative has for the first time enabled the company to clearly present its range of services to the broadest prospective client base. The brand now conveys the value proposition of trust, experience and professionalism that are vital to the wealth management industry.



Deliverables

- Marketing Strategy
- Corporate Identity
- Logo Design
- Stationery Materials
- Presentation Folder
- Brochures
- Newsletter
- Website
- Promotional Materials
- Print Advertising
- Radio Advertising