

Differentiating knowledge-based businesses

An introduction to our professional services practice

Fall 2017

infinia

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About Infinia

Business can always be better.

Brands can always be stronger.

The problems we help professional services clients address are often rooted in the need to clearly define, explain and express what makes them different and better.

This lack of clarity creates barriers between where they are and where they want to be.

We help them break these barriers by aligning their business strategically, creatively and experientially.

Everything we do is intended to help our professional services clients grow, by making it easier and more engaging to do business with them.

What we do

Below are some of the things we do to help professional services clients define and build their brands.

Strategy

Research, analysis & insights
Mission, vision, values & purpose
Brand story
Positioning
Brand architecture
Brand voice & messaging
Naming & taxonomy
Customer journey mapping

Design

Logo & visual identity systems
Website design & development
Brand guidelines
Style guide
Marketing collateral & presentations

Activation

Implementation management
Branded asset audit
Rebrand scenario planning & cost analysis
Detailed conversion project planning
Signage, vehicle & environmental – Brand guidelines
Brand launch & rollout coordination
Employee engagement

Sometimes clients have needs beyond traditional and established processes— we support them by crafting more issue-specific engagements to kickstart change and fuel growth.

Workshops

Problem definition
Strategy road maps
Story and narrative
Message maps

Presentations

Informing
Educating
Sales
Fundraising

Videos

Overview
Explainer
Sales
Onboarding

Advisory services

Market entry strategy
Awareness building
Network access
Mergers & acquisitions

Practice areas

Our teams' experience spans most industries—however, the majority of our work falls into professional services and these core areas of sector expertise and focus.

Healthcare

Not-for-profit

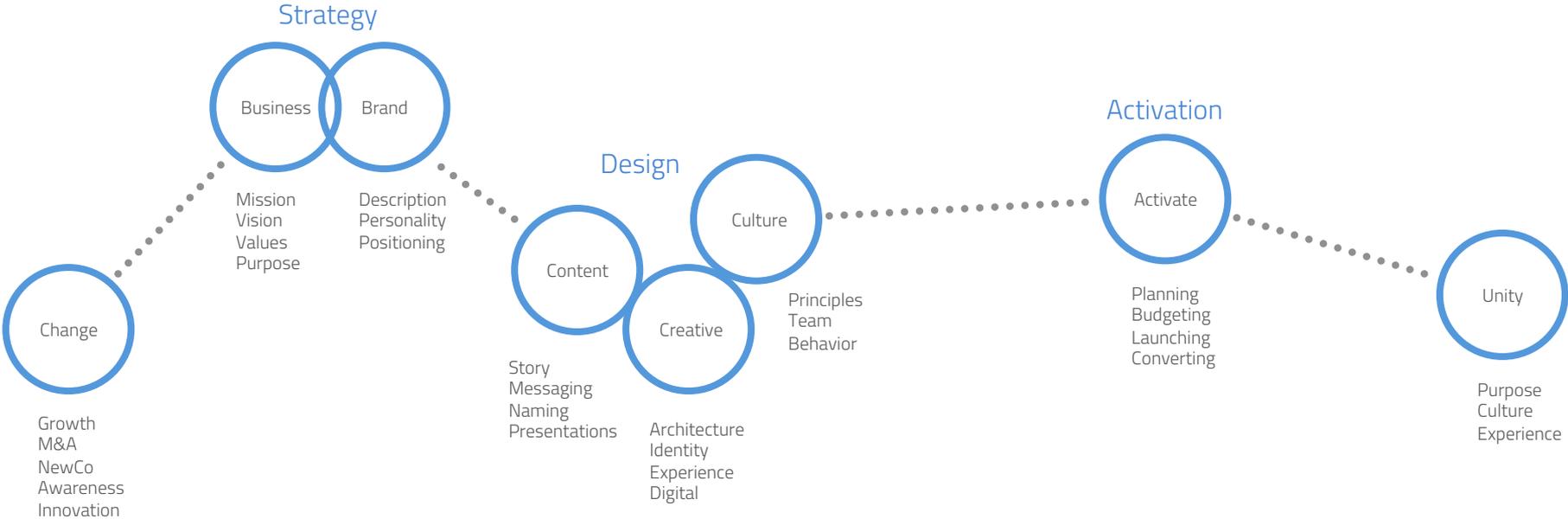
Financial services

Professional services

Private equity

Ventures

Our way of working



Our difference

Seven simple reasons to engage with us...

01

A deep understanding of professional services firms, and the issues and challenges they face

02

A creative approach that translates strategy, yet doesn't get lost in an overly detailed process

03

A bias toward creating brand communications that work to support one unifying narrative

04

A belief that clear and simple campaigns can be powerful and emotive

05

A holistic perspective that a brand and its core messages must work inside and outside the organization, and across all audiences and channels

06

A view that a healthy sense of urgency is a good thing, and a willingness to adjust and adapt to market realities is a must

07

An experienced team with a track record of achievement across a wide variety of complementary disciplines

Our professional services clients

ADVISORY SERVICES

Aderant
The American Institute of CPAs (AICPA)
The Bruder Company
Byrd Retail Group
Clayton
Disc
EXP
GE Energy
J.D. Power
Knowledge Networks
Lightbridge
LogicSource
Mungo LLC
Nielsen
ORC International
Peattie Capital Management
Prospect Capital Advisors
Slayton
TouchCommerce
Triad Consulting LLC
Truist
WorkStride

PRIVATE EQUITY

American Industrial Partners
Autonomy Capital
Avista Capital Partners
Bay Harbour Management
BlackRobe Capital
Bowside Capital
The Carlyle Group
CoveView Advisors
Cypress Group
Enhanced Capital
Galen Partners
Highmore
Highstar Capital
Metalmark Capital
Newbury Partners
Newcastle Harbor
Pomona Capital
Tailwind Capital
Tenex Capital Management
Top Tier Capital Partners
Torque Capital Group

MANAGEMENT CONSULTING

Cambridge Group
Deloitte
Horizon360 (part of McKinsey & Company)
Insight Consulting
Leiter & Company
McKinsey & Company
McKinsey Organizational Health Index (OHI)
Scisive Consulting

LEGAL SERVICES

Cassels Brock
Davies
Fross Zelnick
Morneau Sobeco
Proskauer Rose

Select case studies

AICPA/CGMA

CONTEXT

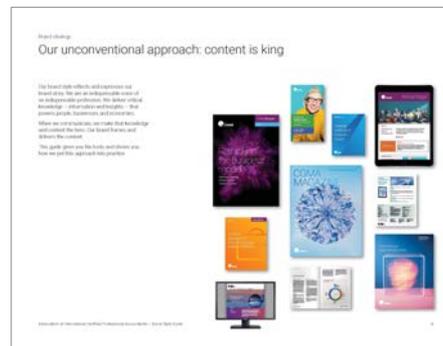
Two prestigious global accounting bodies, AICPA and CIMA, came together to standardize excellence in the profession Chartered Global Management Accountant designation.

PROBLEM

Infinia were engaged to craft a positioning, personality and identity for CGMA that respected the respective legacies of the two founders and emphasized the added value of the designation to professionals, businesses and to CFOs looking to hire.

SOLUTION

The CGMA designation was launched as the new standard in professional development, and holders profiled as key contributors to business strategy and growth – all through a rich web experience, unique print collateral and member recruitment systems, plus a targeted multimedia advertising campaign.



GE Power Conversion

CONTEXT

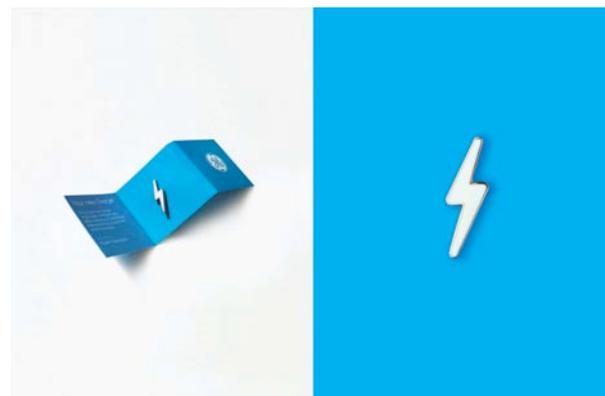
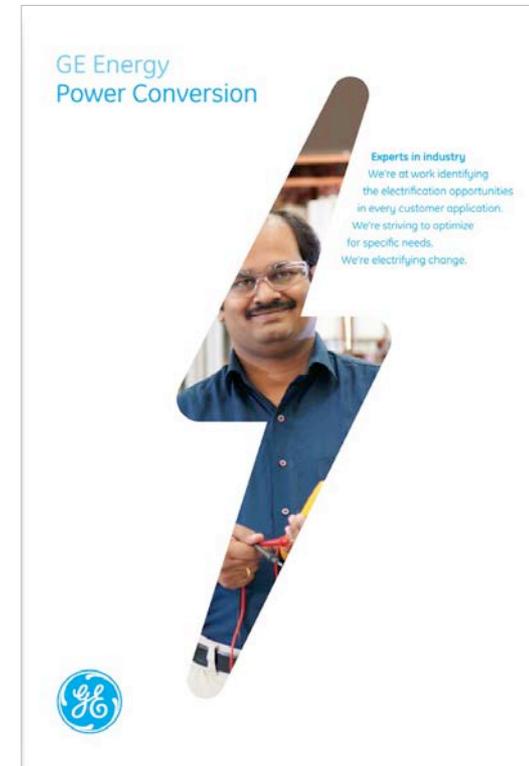
When GE Energy acquired Converteam, a French multinational specializing in power conversion for industry, the integration team partnered with Infinia to develop naming and messaging strategies.

PROBLEM

The challenge was not just to assimilate an identity into the GE System, but to create a rallying cry of purpose that anchored communications and activities worldwide.

SOLUTION

Through the high-profile "Electrifying Change" campaign, Infinia delivered a sub-brand positioning that distilled the transformative nature of the division's work. It drove the launch events around the globe, along with videos, business communications, advertising, and employee engagement materials across media platforms.



J.D. Power

CONTEXT

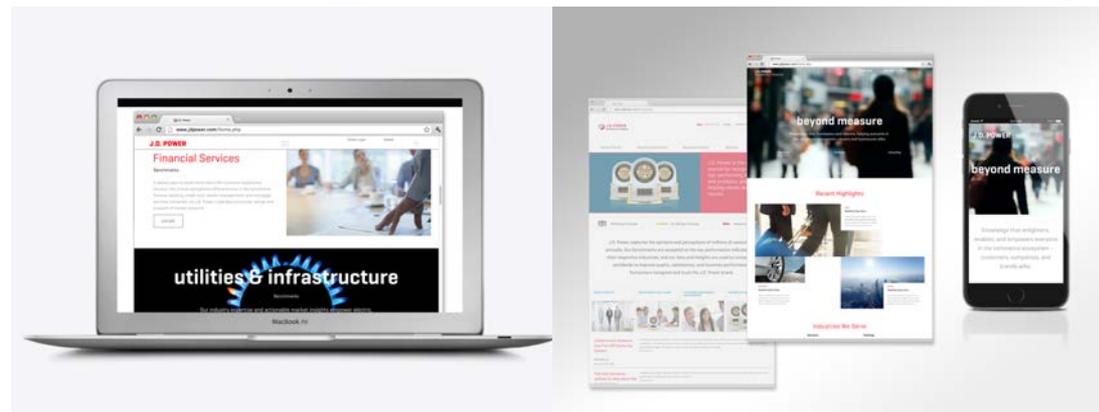
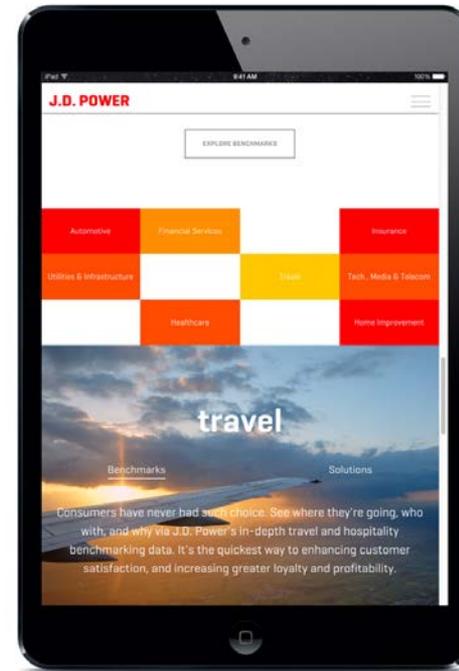
Synonymous with the “voice of the customer” through its comprehensive reviews and rankings, J.D. Power approached Infinia to produce a positioning that elevated them to the “voice of authority”.

PROBLEM

The messaging and thus the new digital experience had to move J.D. Power from mere “consumer ranking” reference to a critical intelligence resource for the entire commerce ecosystem—customers, businesses and brands alike— all in an accelerated timeframe.

SOLUTION

Led by the tag “Beyond Measure”, the new website is clean, dynamic, featuring bold text and atmospheric footage. The design organizes industries, products and services simply and strikingly, presenting clients and prospects with a voice and a vision of the brand that’s considerably more powerful.



Nielsen

CONTEXT

Known as the definitive broadcast ratings company, Nielsen was on its way to becoming the world leader in media and marketing intelligence—with an IPO on the near horizon—but were still shackled by their traditional image.

PROBLEM

A new internal and external brand communications campaign needed to showcase their experience and expertise across all channels where people watch and buy—redefining their value to businesses and advertisers everywhere.

SOLUTION

Infinia helped shape the founding strategy of Nielsen's peerless consumer knowledge – "An uncommon sense of the consumer" – which was reflected at masterbrand and practice level: videos for their two annual conferences Consumer 360 and Global Leadership Meeting, board presentations, digital, collateral – and their first-ever public ad campaign.



TouchCommerce

CONTEXT

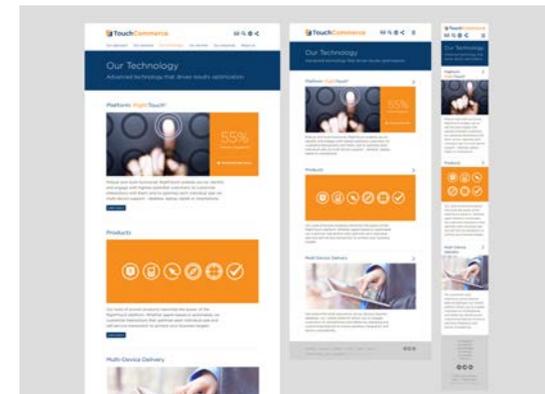
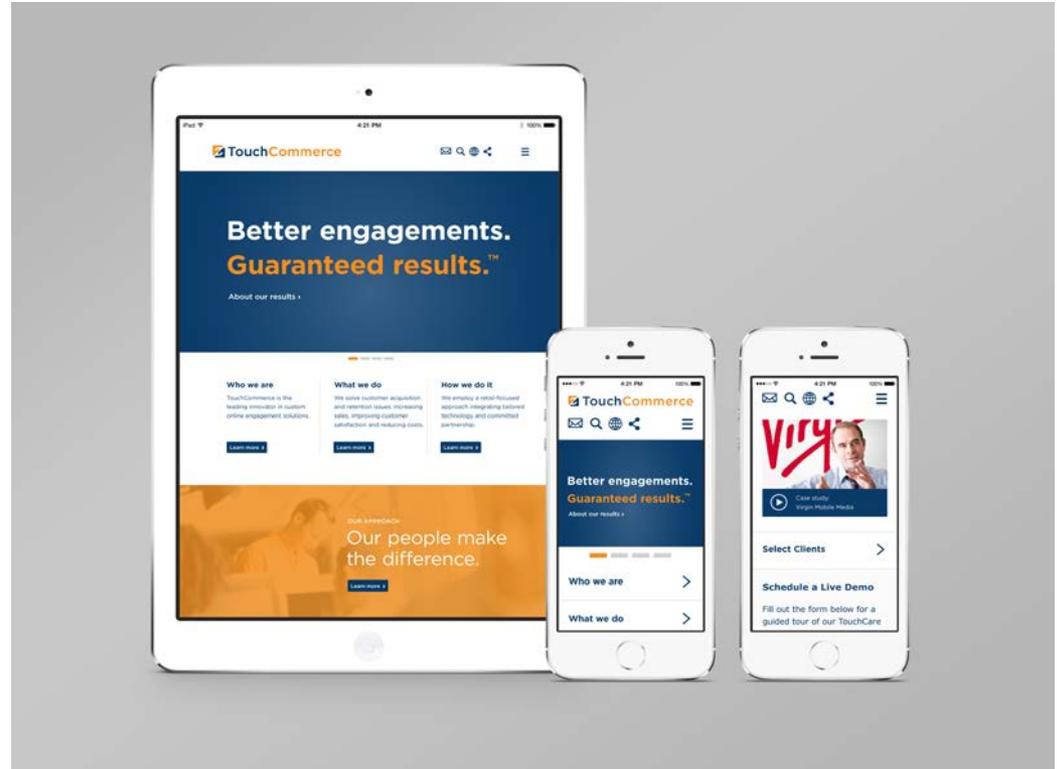
This innovator in online engagement solutions competes for the business of market-leading brands to enhance their online customer experience, while increasing sales and reducing support costs.

PROBLEM

The logic and value of this simple proposition wasn't being communicated by presentation materials or, ironically enough, the digital experience clients encountered. Infinia surveyed the viewpoints of management and customers to arrive at a clear foundation for messaging.

SOLUTION

We simplified and distinguished the key advantage of the TouchCommerce story (how they identify and convert the high value online visitor), expressing it through a new logo, a fully redesigned website, modular executive and sales presentations and new marketing materials.



WorkStride

CONTEXT

CorporateRewards, an employee recognition, rewards and incentives technology company upgraded its new software platform, and approached Infinia to help change brand perception and emphasize business value.

PROBLEM

We were asked to develop a fresh positioning, a new name and logo that conveyed the user-friendly, integrated nature of the product, as well as the progressive, common purpose-driven ethos at its core.

SOLUTION

We developed WorkStride, communicating the software's ability to motivate talent to perform at their best, putting employees on the same page and on the same path toward personal and organizational success. A bright ring of linked Ws creates a logo with a star-like effect, supporting the idea that the world's leading companies comprise employees aligned to a central purpose.



workstride  recognition

workstride  wellness

workstride  training

workstride  incentives

workstride  safety

workstride 

Select client summaries

Select client summaries

Client	Industry	Sponsor(s)	Trigger	Mandate	Scope
Byrd Retail Group	Retail consulting services	Owner	New company formation	Create a new identity and website for a consultancy specializing in airport retail	Identity Web design
CGMA	Global management accounting designation	Joint venture partners	New designation creation	Create the foundation for a new global accounting designation	Positioning Core messaging, Visual system
Disc Graphics	Packaging solutions	Owner	Changing market conditions	Reposition and re-identify the company for a more competitive market	Positioning Identity Visual system
GE Energy	Energy	Division head	Acquisition of Converteam	Assimilate a new acquisition and identity into GE as a whole	Positioning Launch planning Launch materials
J. D. Power	Marketing information services	VP	Preparing the company for sale	Develop a new website to show off the many under-the-radar facets of J. D. Power to potential buyers	Messaging Web design
Lightbridge	Nuclear energy advisory services	Owner	Shifting market conditions	Highlight the benefits of this unique consultancy	Naming Positioning Identity Web design

Select client summaries

Client	Industry	Sponsor(s)	Trigger	Mandate	Scope
LogicSource	Sourcing and procurement services	CEO	Market confusion	Reintroduce a critical but often misunderstood or overlooked company to the market	Positioning Core messaging
Nielsen	Consumer information, data and measurement	CEO and CMO	Company taken private	New campaign to showcase their experience and expertise across all channels	Positioning Core messaging Key presentations
Scisive	Life sciences consultancy	Owners	New company formation	Create the brand foundation for a new life sciences consultancy	Positioning Naming Identity Website
TouchCommerce	Digital customer service and engagement	CEO	Outdated and confusing web presence	Simplify and distinguish the key advantage of the TouchCommerce solution across all channels	Positioning Core messaging Visual identity Web design
Truist	Not-for-profit/ Giving	CEO	New ownership	Position, name and build an identity for an online platform for charitable giving	Positioning Naming Identity
WorkStride	Employee engagement technology	CEO EVP, Sales CMO	New product launch	Develop a strategy and name for their new platform that is flexible enough to work for the company as a whole	Strategy Positioning Architecture Identity

Thank you.

We combine experience and empathy with flexibility and agility to help build high-impact brands.

We work with leaders who seek the refreshing clarity of communications that break through today's crowded media landscape.

We listen more intently, speak more plainly and work more nimbly to develop the actionable strategy, elegant design, resonant content and memorable experiences that drive growth and build tangible value.

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