



[CHALLENGE]

Hahnfeld Hoffer Stanford, a leading architecture firm in North Texas, has a reputation for design excellence and managing projects for some of the most recognizable names in the Southwest business community. In 2008, the firm decided that it needed to boost its marketing and public relations programs to capitalize on its growing roster of clients, larger staff and broader portfolio. The firm was ready to extend its business development efforts from that of a regional practice, to compete with larger nationally ranked architectural firms.

[STRATEGY]

Use the company's broad portfolio of work to showcase the Hahnfeld Hoffer Stanford brand in a memorable and compelling way. Since the company did not have any formal collateral pieces, an identity package would be developed that would include a master brochure, letterhead suite and a series of trade advertisements.

[SOLUTION]

Witherspoon began the initiative in January 2008 by conducting our Brand Pyramid exercise with the company's staff and stakeholders. Research conducted indicated that the firm had a unique process of working with its clients. Through the Brand Pyramid results and extensive creative brief sessions, Witherspoon developed a tagline that summed up the essence and spirit of the firm's work: "Collaboration. Innovation. Transformation." The tagline was then incorporated into an 8-page brochure that highlighted each category in the firm's portfolio. Professional photography brought each building's aesthetics to the forefront, illustrating the company's outstanding design work. A series of trade advertisements carried the theme further, and were placed in several publications that focused on decision makers in selected industries. The effort culminated with a refreshed stationery suite that coincided with the company's move to new offices in October 2009.

[RESULTS]

By October 2009, due to a strong business development effort, Hahnfeld Hoffer Stanford's staff had grown to more than 45 people, and had become the largest design architecture firm in Fort Worth. The brochure and ads became the principal marketing tools for the company, which assisted the firm in gaining several new clients outside of the Fort Worth market.

