



Case Study: Grizzard Communications Group

Problem:

Nearly 100-year old direct marketing company, whose origins date back to pre-mimeograph days, was perceived in some segments of the marketplace as a production-driven lettershop. This created major problems when trying to compete with shops that were perceived as more leading-edge in their strategic thinking and creative execution.

Solution:

Grizzard's most leverageable brand attribute was and is their focus on the client. And it shows – particularly in the depth and quality of their relationships. Most clients have been with the firm for decades, a rarity in the famously fickle advertising business.

The Shepherd Group developed a communications plan that spotlighted the company's four generations of family leadership, its commitment to people and continuous innovation. We developed and incorporated messaging strategies that showcased how the company's thinking—and its underrated technology—have evolved over the decades. Communication channels included:

- Employee correspondence
- Client communications
- Business to business advertising
- Web content
- Press releases
- Articles
- Speaker presentations
- Trade show promotion

In addition, The Shepherd Group re-designed the company's corporate identity so that it reflected the more progressive look and feel of the Grizzard brand—and established a graphic framework that united the company's numerous operating divisions.

Outcomes

The transformation from lettershop to full-service marketing communications company has occurred. More importantly, that shift has been recognized and embraced by clients and prospects, a fact that's reflected in the company's increased billings. The six-month campaign, originally launched in conjunction with Grizzard's 75th anniversary, now enters its 11th year.