

CASE STUDY: Applying Transformational Marketing to Government Institutions



Background

Middlesex County needed marketing consulting services to craft a compelling brand story, develop a comprehensive marketing strategy and align their systems, processes and people in order to achieve its economic development goals.

Challenges

TopRight was tasked with creating a new brand positioning statement, architecture and the overall brand story to enable the County to successfully execute its economic development strategy. We developed a comprehensive marketing strategy so the County could retain its mix of industries and corporate partners, attract new business, and create jobs. We also promoted Middlesex County's programs and services to expand resident's awareness and involvement and increase tourism. The customer also needed us to refresh the County's brand identity to achieve economic development goals. Finally, we needed to establish a baseline of economic development metrics to evaluate ongoing success.

Approach

TopRight conducted a deep assessment of previous marketing and economic development efforts through in-depth interviews with key stakeholders, primary and secondary research. We then crafted a compelling story based on the ingredient brand architecture strategy, as a brand that directly enhances and strengthens the constituents' perception of the municipalities. We developed a segmentation framework with specific goals and initiatives for each target audience to ensure the County connects with each stakeholder in a meaningful way. Among the initiatives we developed a targeted media plan including print, online, social, search, conference, public relations and email strategies. To ensure success, we established benchmarks for marketing and economic development performance based on best practices from other jurisdictions applicable to Middlesex County.



Result

TopRight succeeded in aligning systems, people, and processes to fully launch new branding by June 2017. We developed brand identity package elements, including logos, design templates and brand guidelines, in order to execute the new messaging with consistency. We optimized resources to streamline marketing operations, with internal training cascaded throughout the entire organization. We also implemented the tools to execute and manage multi-channel marketing campaigns to generate brand awareness and drive economic development. Our solution drove efficiency, insight and analytics into all marketing activities to ensure effective coordination of marketing and communications initiatives across the organization, enabling optimal resource and spend allocation. To generate awareness of the advantages of working and living in Middlesex County we developed an effective video.