



A ClearEdge Marketing Case Study: Talon

Sustaining a competitive edge and empowering future growth through a strategic brand overhaul

The Client

A rising, industry-recognized professional services firm that has provided staffing, executive search and human capital management solutions to more than 400 clients nationwide for a decade.

The Challenge

The Client was operating under three different brand names—The Brokers Group, Technology Brokers and Clinical Brokers—and was about to launch a new executive search practice. While these names had served them well, they were experiencing a common growing pain: marketplace confusion about their business structure and areas of expertise. In some instances, the term ‘Brokers’ was actually working against them by bringing up negative associations.

In brief, the Client needed a new identity that would support their continued expansion by:

- Uniting the firm under one brand
- Directing attention to their strength, performance, talent and results
- Modernizing their identity, image, name and logo
- Simplifying their structure
- Better reflecting who they were and where they were going

*"As our **expertise, capabilities and solutions** continued to grow, we needed a name that would speak to our **strength, talent and solid performance** in the marketplace," explained Dan Reynolds, Founder and CEO, Talon.*

The Solution

ClearEdge recognized that a brand overhaul required careful evaluation. In commencing due diligence, several months of mini focus groups and extensive interviews with key staff and clients were conducted to better understand if the Client needed a name change or to simply refresh their message. Once a new name was identified as the linchpin to a successful re-brand, ClearEdge and the Client created the name Talon.



Note Card and Business Card

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This powerful name was devised out of two words that represented the Client's key takeaways: talent (their product) and echelon (the premium level of their services). Leveraging the imagery of an eagle's talon, the name beautifully:

- Unifies the brand under one name
- Streamlines a fractured structure into one company with core specializations
- Emphasizes strength, talent and performance
- States the Client's commitment to performing at the top echelons of excellence. "The name reminds us of our commitment to continually set the bar higher and higher in order to deliver outstanding service for our clients and consultants," said Reynolds
- Encompasses the Client's growing expertise, capabilities and solutions with flexibility to allow for future expansion

The revamped brand included a fresh logo, Web site, go-to-market message strategy and stationery, which were rolled out in a complete 90-day brand integration through both internal and external communications. Dovetailing perfectly with the launch of its executive search practice, the transition was seamless.

*firm with a **clear vision** that was executed and delivered with **exceptional results**," reported Reynolds. "Their knowledge of the staffing space was unparalleled and helped give our company the **marketing edge** we needed."*

The Result

The new brand identity galvanized the different divisions under a shared sense of identity and direction. The sales team was thrilled they could now skip explanations about their name and structure to get right to talking about their services and the value they deliver. What's more, the now-cohesive brand afforded new opportunities for cross-selling and endowed the company with a larger presence than when they were separated into three groups.



The comprehensive re-brand initiative was so successful it garnered a 2010 Bronze Tower Award for Corporate Identity Programs. Through the Tower Awards, the Business Marketing Association (BMA) recognizes strategic and creative excellence in B-to-B marketing nationwide.



Web Site



PowerPoint Template



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