

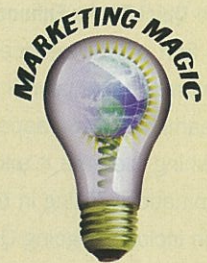
revenue enhancers

Creating a New Brand

The Atlanta-based firm Tauber & Balsler has a new look, and it's one well worth looking at for its clarity, simplicity, and impact.

The fresh look comprises a new logo, communications system, promo materials, and Web site. Most impressive is the cool professional blue and gold to enhance the firm's name and materials.

The process that resulted in T&B claiming a striking edge in presentation began months ago and involved a deep level of research and work, according to COO Leslie Balmforth. "Prior to 2003, Tauber & Balsler relied on referrals and limited networking for marketing activity. Due to the economic conditions, pressure from some of the partners, and the need to capitalize on Sarbanes-Oxley, we decided to contract with Jean Caragher of Capstone Marketing to perform marketing consulting services," she says.



As part of a "marketing audit," Caragher first met with senior management, surveyed the staff, and compiled client, industry and firm statistical information to determine niche areas, demographics of clients, sources of new business, reasons for lost clients, and other factors, and to obtain an overall feel of the firm. This was followed by a marketing plan, which involved creating a marketing task force of senior management representatives from the tax, forensic, and audit areas, together with the managing shareholder and Balmforth.

"One of the many goals of the plan was to create Tauber & Balsler positioning/brand by May of this year," she says. "The initial step was to interview and select a designer, one that we felt would instill creativity in a classic and tasteful style." Once that was accomplished, the task force started creating and assigning tasks, and fixed deadlines.

"Jean was instrumental in the writing of the brochure material, which was created based on the many interviews and feedback from management and the staff during the marketing audit," Balmforth says, adding that the firm used an editor and grammatical consultant to provide additional personality to the wording, and performed a multitude of reviews to ensure consistency.

T&B kicked off the new brand/logo early this fall, with a design budget of approximately \$10,000, and a printing budget of \$30,000.

Consistency within all the brochures and materials was imperative, "so we had to ensure that each piece read the same and that changes flowed throughout the package accordingly," Balmforth says.