

# BRANDFOUNDATIONS

## CASE STUDY



### WHY WE WERE ENGAGED

Two of the world's leading e-discovery firms — Lighthouse and Discovia — had just merged under the name “Lighthouse.” While both companies’ external identities were driven by strong internal cultures, the success of the merger would depend largely on weaving the values of each brand into a single, cohesive narrative that unites staff behind a common purpose... a navigational “North Star” to guide the creation of a new website and marketing materials as well as ongoing organizational culture and communications programs.

### HOW THE CLIENT SEES IT

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— Stacy Ybarra, VP of Marketing  
Lighthouse

### WHAT WE DELIVERED

- **Internal Brand Articulation Workshop** with blended team to uncover shared attributes
- **Company-Wide CultureTalk™ Survey** to determine prevalent behavioral archetypes
- **In-Depth Client Interviews** to test internal perspectives and infuse “voice of the customer”
- **Brand Purpose Statement** to align employees – and clients – around a simple, inspiring message
- **Core Values** to capture the authentic Lighthouse ethos and guide HR & cultural programs

### WHERE TO TURN NEXT

Learn how our strategic brand & culture expertise can help your organization thrive. Sweet-spots include:

- B2B Technology / Telecom
- Financial / Professional Services
- Consumer Products / Hospitality
- Architecture / Real Estate

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