

CASE STUDY

A FOCUS ON GREATER OUTCOMES FOR A LEADING INVESTMENT BANK

Founded in 2002 by a team of veteran bankers from Alex. Brown, Signal Hill was seeking to further enhance its standing as a premier mid-sized investment banking firm dedicated to serving the needs of growth companies.

Headquartered in Baltimore with deep ties to the city and its history of maritime commerce, Signal Hill has been growing — organically and through acquisition — into a truly global footprint, with offices in key U.S. cities and a presence in India.

In order to maintain its growth trajectory and establish meaningful differentiation in a crowded financial services marketplace, Signal Hill's leaders realized the need for a strong brand foundation that leveraged the unique qualities its clients and partners valued most about the firm.

“We were initially attracted to BrandFoundations by their brand-first approach. Rather than simply propose that we build a new website, they understood the vital importance of drawing on the best qualities of our firm and its people to create an evergreen set of core values and messages that will span both our external marketing as well as our internal communications. Our firm is delighted with the results.”

— **Scott Wieler, Chairman**
Signal Hill



Signal Hill

new logo



SOLUTION

Investing in its own future, Signal Hill engaged BrandFoundations to help the firm refresh its brand for continued success and to more accurately capture the strength of its greatest asset: its outstanding people.

In a conference room overlooking Baltimore's historic Inner Harbor, we kicked off the project with the first phase of our customary three-phase process for uncovering and articulating an organization's most authentic and resonant differentiators: an internal brand workshop with a cross-section of Signal Hill staffers. This was followed by a competitive audit and a series of interviews with key clients.

IMPACT

Among the brand ideals and values that surfaced during the half-day workshop, one rose above the others as a true measure of the "DNA" of Signal Hill and its bankers... and the primary way the firm delivers on its promise of "Greater Outcomes": Focus. Using inputs from all three phases of our process, we developed a brand-messaging platform centered on this powerful theme, which was further supported by clients, who lauded — and returned to — the firm for that very quality.

With a solid brand foundation in place, we created a new Signal Hill logo and website.

Shortly after the launch, the refreshed Signal Hill brand won a Marketing Excellence Award from the Baltimore chapter of the American Marketing Association.

Talk about "focus"!

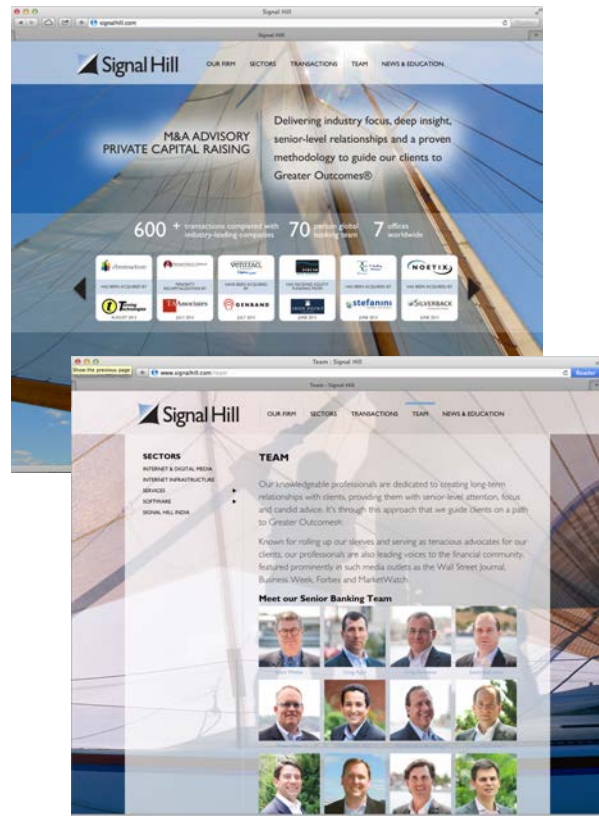
LET'S TALK ABOUT YOU

We'd welcome the opportunity to learn about your organization and its brand challenges.

Our sweet-spots include (but aren't limited to):

- Technology / Telecom
- Financial Services
- Healthcare / Pharmaceutical
- Consumer / Luxury
- Association / Education

Visit www.brandfoundations.us, follow us on Twitter at [@brandbuiltsolid](https://twitter.com/brandbuiltsolid), email us at info@brandfoundations.us, or simply pick up the phone and call us at **914.841.5166**.



new website

