

CASE STUDY

BRIDGING BRAND AND CULTURE FOR SOLID IMPACT INSIDE & OUT

Founded in 1998, Tribridge — headquartered in Tampa with offices worldwide — has evolved into a leading provider of technology services for enterprise business applications.

Seeking to capitalize on the widespread adoption of cloud technologies, the company launched a managed cloud services brand — Concerto — that grew quickly but with the unintended consequence of creating a complex and potentially confusing messaging, identity and product framework that Tribridge management felt was starting to dilute the company's overall brand value.

Tribridge engaged BrandFoundations to help clarify its overarching brand positioning in a way that would both reflect the organization's unique people, culture and capabilities *and* create a simple, memorable story that could be woven throughout its messaging to all audiences, including customers, prospects, current employees and recruits.

“Our BrandFoundations engagement was truly eye-opening. Their process was incredibly thorough and as a result, they were able to quickly understand not only where we were coming from but where we wanted to go. Building our brand messaging platform around the notions of ‘impact,’ ‘integrity’ and ‘inspiration’ really captured our people, our services and the difference that our ‘servant-entrepreneur’ culture makes for our clients. Any business that operates in a crowded market would benefit from an exercise like this.”

— **Tony DiBenedetto, CEO**
Tribridge



SOLUTION

We began the engagement by conducting our customary 360-degree approach to uncovering and articulating an organization's authentic and resonant differentiators: (1) a half-day brand workshop with Tribridge staff; (2) an audit of Tribridge's competitors' brand expressions; and (3) a series of one-on-one interviews with key customers and partners.

From the passion and energy of the Tribridge team in the initial workshop to the honest and heartfelt words of the various customers we spoke with, a set of consistent, central themes began to emerge that would help drive messaging as well as the appropriate brand hierarchy for Tribridge, Concerto and the company's other current and future sub-brands.

RESULTS

Working closely with Tribridge's marketing leaders, we crafted a messaging platform built around the powerfully resonant brand essence of "Impact": a notion that captures not only what Tribridge delivers to its clients but what, in-turn, the company's people and services allow clients to deliver to *their* customers.

This brand essence was bolstered by the supporting brand attributes of "Integrity" and "Inspiration" to further capture Tribridge's outstanding people and their commitment to making a positive impact on the communities in which the company operates.

With a fresh library of on-brand messaging and a clarified relationship between the Tribridge and Concerto brands, Tribridge turned to BrandFoundations once more, this time to help ensure that the way the company expresses its "employer brand" is consistent with its external brand, reflecting the essential Tribridge "Impact" story to potential recruits as well as new-hires and long-term employees.

In collaboration with a team of the company's "people" leaders, we created an employer brand messaging platform and tagline for use on the "Careers" section of the Tribridge website as well as recruiting events, employer-review sites, new-employee on-boarding materials, etc.

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 / Professional Services
- Healthcare / Pharmaceutical
- Consumer / Luxury / Hospitality
- Architecture / Construction / Engineering

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**.

