

Kimball Resources Positioning B2B demonstrating increased sales due to re-branding

Challenge.

Kimball Resources, a Houston-based energy management solutions provider targeting large industrial users, hired Warren Douglas to re-brand and re-position the company. Kimball did not have a statistically significant customer base from which to derive data to better understand the company's strengths and weaknesses. Furthermore, these customers had infrequent purchase patterns due to multi-year contracts. This made it even more difficult to identify new-growth opportunities within the industry. Kimball had lost a significant portion of their procurement market share due to dozens of small competitors undercutting them in price. To add to the loss, Summit Energy Management had become the market leader and was enjoying steady growth.

Strategy.

In order to identify the company's core competencies and differentiators, Warren Douglas conducted interviews with over a dozen top executives to gain their insight on what the company's greatest strengths and weaknesses might be. We concluded that Kimball had not been articulating numerous characteristics that offered customers something truly different. With these differentiators as a foundation, Warren Douglas created a new look for the brand, which included a new logo, brand tag line, sales presentation, business cards, and letterhead. Each element effectively articulated their newly-discovered core competencies, and were positioned to appeal to the needs of their target audience.

Results.

The re-branding of Kimball Resources helped them claim a brand position none of their competitors could share.

The client saw an immediate upturn in sales, closing a six-figure deal the first day the new sales presentation was used.

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Brochure

To learn more about how Warren Douglas can help your brand thrive
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