



CLIENT

applEcon

PROJECT

applEcon, an economics consulting firm in Ann Arbor, Michigan, engaged Q LTD in a research and re-branding project that led to the development of a new brand identity, web site, e-newsletter, stationery package, corporate brochure, and recruiting brochure.

CHALLENGE

Our challenge was to help the client move forward with improved marketing materials to better reflect the firm’s expertise, professional stature, and high-profile client base after more than ten successful years in business. The firm was considering a name change; they needed to better understand their specialized target audience of litigation attorneys and academic experts nationwide; and they needed greater insight into the decision-making process of law firms seeking an outside consultant.

OUR APPROACH

Q began the project with a workshop with applEcon staff and stakeholders. This provided us with the foundation for the brand positioning and identity development, the reference for questions

that needed answers through research surveys, and a basis for building the information architecture of the firm’s new web site. Q determined that finding answers would require speaking with attorneys one-on-one and therefore developed a plan for interviewing academic experts and key personnel from select law firms across the country. Q also conducted a competitive analysis and secondary research/insight-gathering regarding anti-trust litigation and high-level economics expert consultants.

RESULT

- Resolved consideration of potential name change by validating name equity and relevance.
- Answered key questions regarding the target audience and decision process of law firms seeking an expert-level economic consultant.
- Developed a new brand identity that accurately reflects the firm's personality.
- Designed communications materials that enhance both usability and the client’s image in the marketplace.
- Provided recommendations for long-term business growth, based on analysis of the research findings.

> applecon.com

New branding and web site

applEcon



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