



CLIENT

Retirement Income Solutions

PROJECT

Retirement Income Solutions, an independent financial advisory firm, selected Q to develop a new brand identity, positioning, and web site. Since the brand launch, Q continues to serve Retirement Income Solutions with ongoing advertising and other marketing materials.

CHALLENGE

With a 20-year legacy in Ann Arbor, Retirement Income Solutions chose to undergo a significant rebranding that would more accurately reflect the firm’s expertise, unique capabilities, professional stature, investment approach, and emerging leadership team as the founders approached retirement. Additionally, the firm wanted to maintain and grow existing client relationships while also attracting new clients within a specific target.

OUR APPROACH

In addition to our own insight-gathering process, Q partnered with the client to draw from existing marketing philosophies, market

research, and client surveys to augment our strategic approach to branding. Additionally, Q designers and web site developers acquired insight on the web site user experience that guided the development of the new web site architecture, content strategy, and final design. Q also explored and recommended ways to minimize confusion and strengthen the existing name, rather than change it.

RESULT

- Developed a new brand identity, positioning, web site, as well as a creative approach to ongoing print and online advertising.
- Established key differentiators, messaging, and voice to build on the client’s earlier in-house marketing communications efforts.
- Helped the firm’s founders arrived at a new brand value proposition to bring focus to the firm benefit to clients and prospects.
- Helped the Retirement Income Solutions management team look beyond its current client base and toward the next stages of growth.

> risadvisory.com

New branding and web site



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