

LINKERGY CASE STUDY

“New business for the new business new business.”

THE CLIENT

Linkergy, a new business development company.

THE CHALLENGE

As a start-up, Linkergy required a complete brand identity – from the company name to the logo to collateral materials – in order to introduce their services to the market and stand out from the competition. As well, their branding and the subsequent pieces needed to reflect their creative savvy, as marketing was a key aspect of their new business development offerings. Great emphasis was placed on this initial effort, as reaching their client attainment goals for year one was a major barometer of this company’s success.

THE CREATIVE

Z Factory crafted the Linkergy name, logo, stationery, brochure and website – arming the principals of Linkergy with appropriate, professional tools that championed their unique offerings and reflected the energy and personal attention they bring to every client partner.

THE RESULTS

On the subjective side, one of their client prospects – an advertising agency themselves – said during an initial meeting, “Your materials stood out significantly from the usual ones I receive... of which there are many... and are better than the (materials) we produce for ourselves.” On the objective side... Linkergy met their year one client goals within six months.

