



AGENCY OVERVIEW | B2B CASE STUDIES





RUSSO is a Strategic Branding Agency – and as a branding agency, we are believers. Here we believe in the promise behind the brand, and by changing the conversation, we can inspire and motivate consumer behavior.

Through the use of consumer insight, we develop branding initiatives for our clients that form emotional connections with their target audience. We accomplish this by changing the conversation to better position our clients within the marketplace, regardless of industry, size, or location.

Launched in 2001 by CEO Jaci Russo and Chief Creative Officer Michael Russo, brandRUSSO has grown to include a diversified client roster from a wide range of industries coast to coast. Our branding process, Razor Branding™, permeates all levels of marketing, advertising, digital and social media giving us a unique advantage in first identifying our client's target audience, then developing messaging, strategies, and creative that builds awareness, loyalty, and advocacy.



WE ARE A BRANDING AGENCY

- Focused on your audience and the messages that will move them
- Combining strategy and creative for optimal results
- Evolved beyond traditional full-service agency



TRADEMARKED BRANDING PROCESS (RAZOR BRANDING™)

- Helps to identify our client's audience and change the conversation through strategy, messaging and creative
- Allows us to better position our clients within the marketplace regardless of geography, size, or industry
- Permeates branding at all levels of marketing, advertising, interactive, and social/digital media



NATIONAL PERSPECTIVE

- A team of experienced branding professionals from across the country
- Serving clients from coast to coast
- Experience within a wide variety of industries



WE ARE WHAT YOU SEE

- Named partner engaged with every client
- Never the B Team, because there isn't one
- Project pricing rather than billing by the hour



CREATIVE MEETS STRATEGY; STRATEGY MEETS CREATIVE

- A belief that creative without strategy is just art
- An understanding that awards are great, but successful clients are better
- Unique leadership, where our Creative Director and Senior Brand Strategist are also founding partners



RAZOR BRANDING™

Razor Branding™ develops brands from the inside out, establishing a series of branded touchpoints that form emotional connections with the consumer. Developing these connections relies heavily on understanding the psychographics of audience behavior and not just demographic profiles that rarely tell the whole story.

The process utilizes 4 primary elements to achieve these goals:



FOCUS – (The Who) helps define who you are and who your audience is - through the use of consumer insight, demographics, psychographics, and personality profiles.



PROMISE – (The Why) defines that one differentiating and powerfully compelling quality that makes your brand razor sharp – in effect, the promise behind the brand.



CONNECTION – (The What) establishes your “voice” and a messaging system that is based on your defined brand promise - making you the preferred choice over the competition.



HARMONY – (The Where) works to identify and develop a series of branded touchpoints that establish trust – connecting with your audience where they live, work, and play.



B2B CASE STUDIES



iDiscovery Solutions

- Brand Architecture
- Strategic Planning
- Messaging
- B2B/Online Marketing
- Franchise Marketing
- PR

iDiscovery Solutions (iDS), is an international strategic data services firm that provides custom eDiscovery solutions, from digital forensics to expert testimony for law firms and corporations around the world. RUSSO was brought on by iDS for a complete brand overhaul. Working with their team, we developed an evolved brand identity, brand standards, website and corporate messaging system. Following the launch, RUSSO was named the agency of record for iDS and continues to work with its U.S. and international team to develop internal and external marketing initiatives.

“Our relationship with brandRUSSO started with their Razor Branding assessment. From this process, we initiated a rebranding effort that included a brand identity evolution, brand messaging, a new website, and a comprehensive marketing plan. We were so pleased with their work that we entered in a retainer relationship. Since that time, RUSSO has become a true partner of ours, functioning as an extension of our marketing team. I continue to be impressed by the willingness of brandRUSSO to invest their time and resources to better understanding our company, our clients, our prospects, and our competitors. The result is an agency that is both strategic, tactical, and creative, helping us not only address our immediate needs, but also our plans for continued growth.”

– Jonathan Sachs, Director of Marketing for iDS



Looking for clarity on how to utilize your data as an asset and not a liability?

IF SO, WE SHOULD TALK.

CONSULTATIVE EXPERTS | STRUCTURED PROCESS | CUSTOM SOLUTIONS

US: +1 800.813.4832 | UK/EEA: +44 (0)20 8242 4130 | idsinc.com

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If understanding how data can help identify behaviors and the stories behind them is a challenge, *we should talk.*

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Everyone has a story...

discovering which one to stand behind can make all the difference.

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Understanding Data Can Be a Challenge. LEVERAGING IT SHOULDN'T BE. – Learn More at idsinc.com

Forensics Employee Risk Assessment™ (ERA) Pricing

IDS' ERA™ Protocol allows clients to assess any potential risk associated with an employee that may necessitate further investigation.

Answers are provided by asking questions, questions such as:

- Has there ever been a USB incident?
- Did the user ever use cloud storage (not personal email accounts)?
- Did you detect abnormal use and/or file activity?
- What are the recommended next steps (if any) for further investigation?

IDS has designed this protocol with clients in mind, understanding that not all assessments will result in a need for further analysis and/or testimony. Therefore, ERA™ is the first step in our three-phased approach.

IDS requires begin every project with the necessary due diligence to support data before being written in the testimony.

1. ERA™ → **2. ANALYSIS** → **3. TESTIMONY**

1. ERA™

- Preparation of Forensic Evidence
- Preliminary Assessment of Risk

2. ANALYSIS

- Targeted Analysis of Points of Risk
- Expert Review of Forensic Evidence

3. TESTIMONY

- Development of Expert Opinions
- Expert Testimony (Depositions, Live, etc.)

HAVE YOU FACED THIS SITUATION?

Departure of Key Employee or Team of Employees
Former Employee(s) Join Competitor
Employee(s) Had Access to Valuable Trade Secrets (e.g., client lists, pricing, and designs)
Current Employee is Volunteering (if Police (e.g., inappropriate use of cloud storage)

\$3,500 /COMPUTER*

Forensic Acquisition of Drive (in-lab)
Collection Media, Working Copy & Chain of Custody
Extraction of 20+ Forensic Artifacts
Expert Evaluation of Timeline Analysis & Review for Risk Behavior

*These estimates apply. Not all dependent employees and/or your investigation may benefit from IDS' ERA™ Protocol. Additional fees may apply for other non-investigative personnel, additional analysis, and testimony. Number of analysis hours and/or forensic acquisition may be substantially lower when compared to other ERA™ pricing below as a per computer through third party tools.

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Cybersecurity Services

Our team has decades of experience in helping with some of the most complex and largest data breaches reported. We can help you quickly assess the situation, develop a response plan, and get back to business as fast as time or possible.

Whether the integrity level of your Information Security Program, our experts can help you to better understand where you are vulnerable, where you should be, or where you need to be. We focus on identifying vulnerabilities that you can take program your security posture with the measures necessary to utilize the resources.

As for data breaches and theft of intellectual property, it's not a matter of if, but when you will need to deal with some sort of incident. First response is a general response to data breach, or responding to a disaster.

From conducting a **governance program assessment** to responding to a **capital data breach**, IDS cybersecurity experts can help you **minimize risks** and **restore** **your organization**.

PROACTIVE SERVICES

- Information Security Program Development
- Risk Framework Development
- Program Security Assessment
- Enterprise Security Architecture/Network Design
- Information Governance Program Development
- Vulnerability Scanning
- Penetration Testing
- 24x7x365 Managed Security Monitoring of Networks and Endpoints

REACTIVE SERVICES

- Data Breach Investigation/Incident Response Analysis
- Forensic Analysis of Compromise
- Reputation Recovery
- Insider Threat of IP

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The Carlstar Group/ITP Tires – Headquartered in Franklin, TN, The Carlstar Group has a global footprint with well recognized consumer brands in both domestic and foreign markets.

brandRUSSO worked with THE Carlstar and ITS marketing team to develop brand standards and guidelines for their ITP recreational tire line. This included a brand architecture assessment and an evaluation of the brands strategic marketing plan.

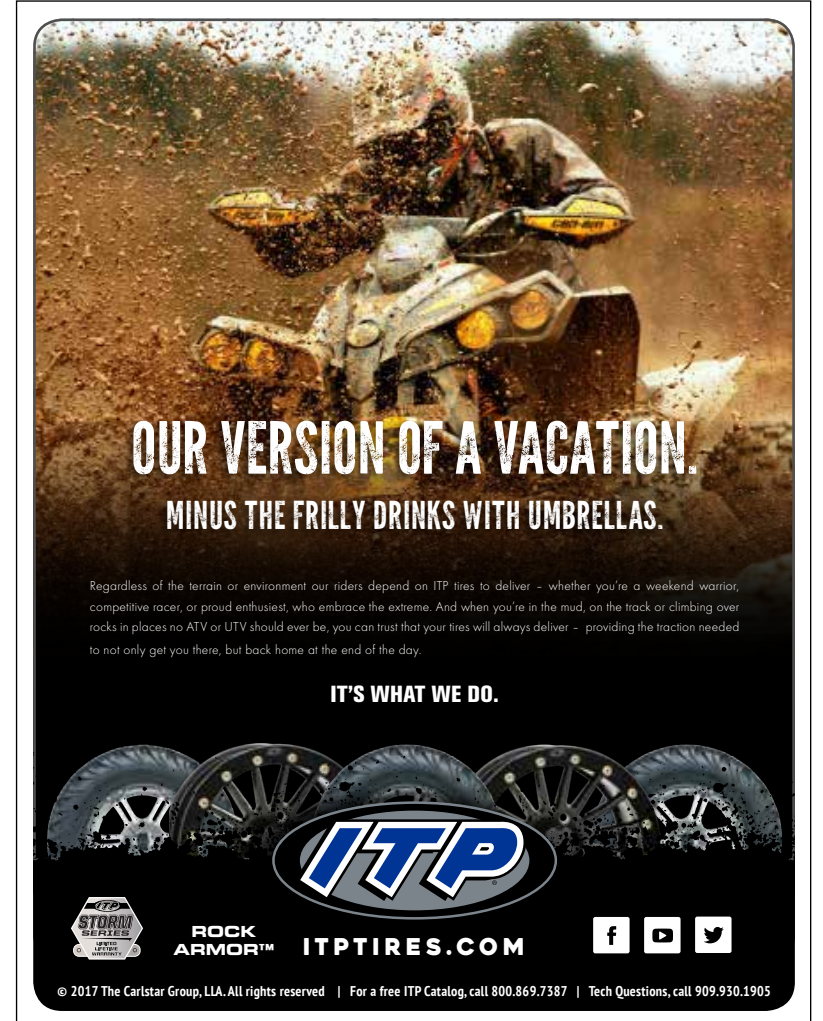
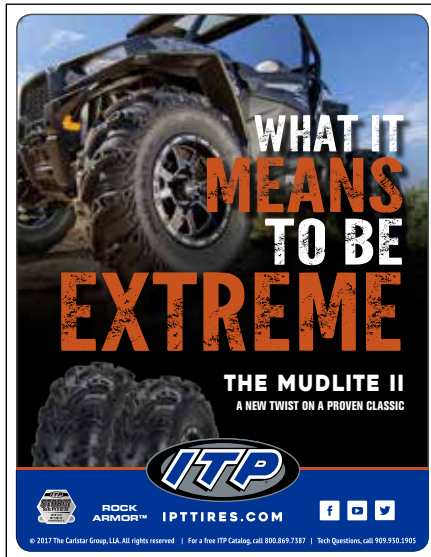
ITP/Carlstar Group

- *Branding*
- *Brand Architecture*
- *Brand Standards*
- *Messaging*

• • • •

In addition to the brand standards, RUSSO developed ITP’s global distributor ad kits, marketing materials for distributors and re-sellers. RUSSO also worked with the Carlstar Group to create a world-wide employee recruitment campaign.

Today, ITP stands along as the number one ATV/UTV provider of aftermarket tires and wheels.





AQUEOS is a subsea & transitional energy provider, specializing in marine construction, commercial diving, ROV, and vessel contracting services to the oil and gas, civil, and military sectors.

With a desire to tap into the renewable energy opportunities that were emerging on the East Coast, Aqueos partnered with RUSSO to develop a strategic plan for continued growth.

• • • •

With the help of Razor Branding, RUSSO was able to develop a strategy and messaging system that positioned Aqueos as an ideal provider for the many wind farm projects that are in development along the East Coast, while also maintaining their place as a leading oil and gas provider on the Gulf Coast.

AQUEOS

- *Branding*
- *Strategic Planning*
- *Messaging*
- *B2B/Online Marketing*
- *PR*



NOW HIRING
 (Project Accountant/Cost Controller)
IN HOUSTON

AQUEOS

AQUEOS

Apply Today!

AQUEOS

Now hiring: TENDERS
 Seeking qualified personnel. Must be U.S. based.

Scan to apply!

 or email resume to: careers@aqueossubsea.com
 For more info: 337.714.0033

We offer:

- Medical, Dental, & Vision
- 401 (k)
- Long-term Disability & Life Insurance *Paid for by Aqueos
- Voluntary Insurance (Life Insurance, Cancer Care, Critical Care & Short-term Disability)

Corporate: 418 Chapala St, Ste E and F, Santa Barbara, CA 93101 | P: (805) 364-0570 | F: (805) 334-7210

Gulf of Mexico Region: 231 Hwy 96, Brownsville, TX 78520 | P: (337) 714-0033 | F: (337) 839-8354

Houston: 2607 W San Houston Pkwy N Ste 200, Houston, TX 77043 | P: (844) 676-710 | F: (337) 839-8354

West Coast Region: 2501 Eastman Ave, Ste E, Ventura, CA 93003 | P: (805) 676-4330 | F: (805) 676-4335

THE MPSV SEA SCOUT. *She really does do it all.*

The MPSV Sea Scout is a specialty-built, 134' multi-purpose, high speed, shallow draft support vessel. Catamaran, that is ideally suited to support multi-mission offshore wind farm projects. (Can accommodate 22 passengers, 4 crew for up to 20 days)

AQUEOS | **SUBSEA & TRANSITIONAL ENERGY SERVICE PROVIDERS**

TO LEARN MORE, VISIT: AQUEOSSUBSEA.COM

AQUEOS

SUBSEA & TRANSITIONAL ENERGY SERVICE PROVIDERS

MARINE CONSTRUCTION | COMMERCIAL DIVING | ROV | VESSEL CONTRACTING SERVICES

AQUEOSSUBSEA.COM

AQUEOS

SAFETY FIRST, ALWAYS.

Aqueos is uncompromising in our dedication to the safety of our people and the environment. All Aqueos employees are responsible for ensuring that operational decisions, equipment and a safety program is utilized to ensure that every team member is equipped for each responsibility in the workplace. Each responsibility places, unyielding priority, on the goal of safety. Period.

AQUEOS

Subsea & Transitional Energy Service Providers. We provide the most advanced marine construction and subsea services in the industry. Our expertise is in providing the most advanced subsea and transitional energy services. We are currently providing subsea and transitional energy services to the offshore wind farm industry. Our services include: marine construction, commercial diving, ROV, vessel contracting, and more.

SUBSEA SUPPORT SERVICES

OIL & GAS
 COPV
 MILITARY
 RENEWABLE

FEATURED ASSETS / VESSELS

AQUEOS

NAVIGATION | **LATEST NEWS** | **CONTACT**



Louisiana Cat

- Branding
- Brand Architecture
- Strategic Planning
- Messaging
- B2B/Online Marketing
- PR

RUSSO was brought on by Louisiana Cat to create a comprehensive brand assessment and to help guide current and future marketing and branding efforts - specifically to increase small equipment awareness and sales. Initial research was performed to learn more about their target audiences and how to not only reach them but motivate them to action.

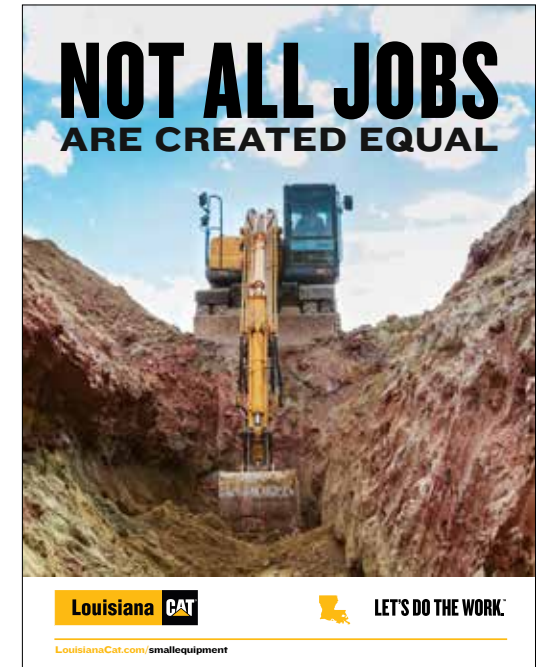
The following are a few results from a recent recruitment campaign developed for Louisiana Cat:

Targeted Display: CTR of .30% (almost four times better than the industry average of .09%) – with a total of 525 clicks and 176,900 impressions (with 381 conversions).

Addressable Display: CTR of .22% (more than double the industry average) with 127,500 impressions and 285 clicks to the website.

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RUSSO has continued to serve as Louisiana Cat’s agency of record, working with their internal marketing team to execute the strategic plan that came from the Razor Branding assessment, as well as launching a comprehensive recruiting campaign.





Pop-A-Lock

- Branding
- Brand Architecture
- Strategic Planning
- Messaging
- B2B/Online Marketing
- Franchise Marketing
- PR

Founded in 1991, Pop-A-Lock had experienced great success over the years as the largest professional locksmithing franchise in North America but failed to evolve with an ever-changing marketplace and consumer. With an outdated brand, messaging, and strategy, SystemForward America (the franchise management team behind Pop-A-Lock), brought on RUSSO to develop a strategic brand plan that could be implemented and utilized by their 200 plus franchises throughout the U.S. and Canada. **In addition to helping Pop-A-Lock re-connect with their audience, Pop-A-Lock went from 90% closer rate for newly opened franchises, down to 1%, in addition to increasing sales throughout the franchise.**

“RUSSO not only helped provide brand consistency, but also inject new energy into the entire franchise system. They do an amazing job of understanding the end-result of what’s needed – defining and ensuring that the right message is going to the right target.

This customized messaging approach makes it so much easier for the franchise to utilize corporate marketing materials based on their individual needs. While numbers are important, having an agency partner like RUSSO working with us each month has been invaluable. They have changed our entire organization and made a huge impact.”

– Jill Villejoin, Director of Marketing, SystemForward America

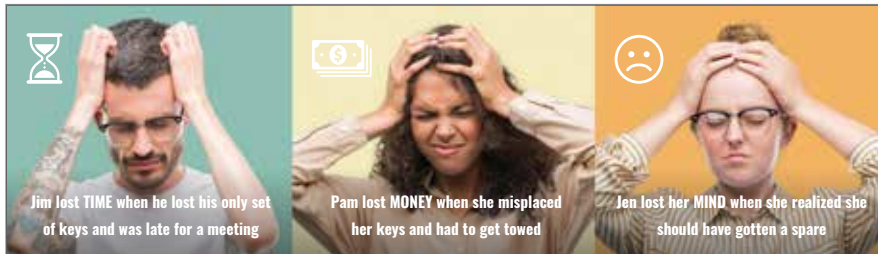


KEEP YOUR TENANTS SAFE



WITH AT-THE-DOOR SECURITY SOLUTIONS FROM POP-A-LOCK

SAVE TIME. SAVE MONEY. CALL POP-A-LOCK.
000.000.0000
 For the Key Moments in Your Life.



ON-SITE AUTOMOTIVE KEY DUPLICATION

SAVE TIME. SAVE MONEY. CALL POP-A-LOCK.
000.000.0000
 For the Key Moments in Your Life.



ON-SITE CAR KEY DUPLICATION FROM POP-A-LOCK



Dan has a duplicate key, so he'll never be locked out – *saving him time and money.*

SAVE TIME. SAVE MONEY. CALL POP-A-LOCK.
000.000.0000
 For the Key Moments in Your Life.

ON-SITE CAR KEY DUPLICATION FROM POP-A-LOCK

The moment you find out they CAN'T FIND THE KEYS to the car your customer WANTS TO TEST DRIVE.

SAVE TIME. SAVE MONEY. CALL POP-A-LOCK.
000.000.0000
 For the Key Moments in your Life.

SECURITY BEGINS AT THE DOOR
 AT-THE-DOOR PROTECTION FROM POP-A-LOCK

As one of the nation's largest and most trusted local locksmiths, we take great pride in providing at-the-door locksmith services - ensuring that your property is kept accessible, safe, and secure.

KEY CABINETS | INTERCHANGEABLE LOCKS | INTERLOCKERS | HINGES | DOOR CLOSERS | ACCESS CONTROL | EXIT DEVICES

LET US PERFORM A FREE SITE & DOOR AUDIT

Pop-A-Lock FOR IMMEDIATE ASSISTANCE, to schedule an appointment or to learn more about our wholesale pricing, call or visit our website below.
 popalock.com | 000.000.0000

ONE CODE TO RULE THEM ALL.

- Avoid hiding keys on the property
- Provide access (at your discretion) when no one is home (for family, friends, or home deliveries)
- Get notified when someone enters/locks the house
- Create multiple access codes for individual needs

SAVE TIME. SAVE MONEY. CALL POP-A-LOCK.
000.000.0000
 For the Key Moments in Your Life.

MANAGING PROPERTIES JUST GOT EASIER.

- Main Entrances
- Unit Entrances
- Unit Interiors
- Amenities
- Office/Business Centers
- Stairwells/Parking Garages
- Common Areas

SAVE TIME. SAVE MONEY. CALL POP-A-LOCK.
000.000.0000
 For the Key Moments in Your Life.



QUAD A

- Branding
- Brand Architecture
- Strategic Planning
- Messaging
- B2B/Online Marketing
- PR

RUSSO was brought on to create a comprehensive brand assessment for QUAD A, in addition to helping guide current and future marketing and branding efforts. Research was performed through the Razor Branding process to gain knowledge about relevant industries and how to target them.

Using data from the research gained, RUSSO team created a messaging system that was designed to not only resonate with QUAD A's target audience, but also provide consistency that coincided with their plans for continued growth. Quad A clients, employees, surveyors, and consultants were surveyed and interviewed to gain an understanding of their perception of the company and gather further information about their views on the industry. Additionally, competitors in the industry were observed to gain insight on how to help position Quad A in the market.

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Upon conclusion of the Razor Branding assessment, a new naming architecture, brand identity and tagline were introduced, along with a strategic plan for maintaining and building brand awareness throughout the U.S. and abroad.




QUAD A
GLOBAL ACCREDITATION AUTHORITY

Patients First. *Always.*

WHY ACCREDITATION?



BECAUSE PATIENT SAFETY ALWAYS COMES FIRST.



QuadANow.org



You Have Questions About Accreditation?

WE SHOULD TALK.

QUAD A
GLOBAL ACCREDITATION AUTHORITY

Patients First. Always.



WHEN IT COMES TO PATIENT SAFETY

QUAD A
GLOBAL ACCREDITATION AUTHORITY

SOME DECISIONS ARE EASIER THAN OTHERS.



ARE ALL ACCREDITATION PROCESSES SO PAINFUL? *NO. THEY'RE NOT.*

QUAD A
GLOBAL ACCREDITATION AUTHORITY

Patients First. Always.





Lafayette Economic Development Authority

- Branding
- Brand Standards,
- Brand Architecture
Development
- Corporate Paper System
- Colateral Development

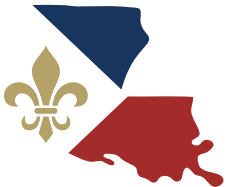
The Lafayette Economic Development Authority (LEDA) works with businesses as they make decisions to start, expand or relocate to Lafayette, Louisiana, and the surrounding communities.

Through innovative collaborations with business, government and education, LEDA strives to grow the community's business base for future development and diversification.

Needing a brand refresh, LEDA turned to brandRUSSO to help. One of the primary objectives was to not only incorporate the vibrant culture of the area that LEDA represented, but also resonate with businesses looking for opportunities to relocate.

“RUSSO made it easy, and I appreciate their thoughtful approach. They sat with us and asked questions, making sure they understand who we are and what our goals were. It was a smooth process with their creative team involved from the very beginning. They presented a wide range of options and guided us through each step. There was never any pressure, and it felt like we had a partner that wanted to make absolutely certain at the end of the day that we have a brand packet that we were 100 percent proud of.”

– Mandi D. Mitchell, LEDA President and CEO





ENTERPRISE DATA CONCEPTS

EDC

- Branding
- Brand Architecture
- Strategic Planning
- Messaging
- B2B/Online Marketing
- PR

EDC is an IT services provider with offices located in South Louisiana. With a growing geographical reach that spans across multiple cities, EDC was in need of a strategic plan for continued growth. In addition, there was need for ED to set themselves apart from the competition.

By positioning EDC as a premier IT solutions company that provided a proactive approach to IT management, business computer upgrades and network safety, RUSSO was able to establish EDC as a trusted resource for companies throughout the state.

In addition, RUSSO worked with EDC to brand their managed IT services, giving them additional opportunities to elevate how they are perceived and considered.

• • • •

EDC experienced a 39% growth in business in the first year with RUSSO, with continued growth exceeding 20% over the next four years.



THE EDC WAY

Protection by SHIELD

As South Louisiana's premier IT solutions company, EDC takes a proactive approach to IT management. With our E-Shield system, our custom IT solutions work in support of your business goals.

E-SHIELD PROTECTION PRIORITIZES THREE VITAL ELEMENTS TO IT AS PART OF OUR MANAGED IT SERVICES

STRATEGY

What's your plan? With E-Strategy, EDC works with you in strategy meetings, through security assessment, to identify IT solutions and map out financial plans that align your technology with your business.

SUPPORT

Who do you turn to when you can't do it yourself? With E-Support, EDC manages everything from cloud services to system updates and advanced endpoint protection. For everything else, we will personally help your team through support training.

SECURE

Is your system secure? With E-Secure, EDC provides specialized security services to protect and defend your system. In your needs, whether it's email protection and data encryption, or securing your data through multi-factor authentication and password policies.

With proven workflow methods, our reliable team of experts is ready to pinpoint problems before they affect your day-to-day operations while providing security solutions that directly benefit your bottom line.

ENTERPRISE DATA CONCEPTS | 337.235.7741 | 504.322.3622 | EDCNOW.com

SHIELD

By design, castles were built to withstand any threat. From the moats around the property to the knights in combat, layers of defense strategically secured the castles' safety. Cybersecurity systems are designed the same way. With eShield, EDC's managed IT services, we'll ensure your business is safe from harm with multiple lines of defense.

SECURE

A castle wall is like a firewall, preventing unauthorized access to your private data from outside. Like a castle wall, your firewall is your first line of defense against compromising your information, but it shouldn't be your only defense. eSecure is included in our base suite of services within eShield. eSecure protects emails, provides endpoint malware protection, patches systems and encrypts sensitive email.

For those needing a bigger and more secure castle, we offer eShield+. With this suite of services, we provide multi-factor authentication systems across devices, user security training, 24x7 endpoint monitoring, annual vulnerability testing, password management, and several more security needed processes.

SUPPORT

Archers defend castles against direct targets. They reinforce security the same way our eSupport team does. eSupport monitors your systems and quickly responds to potential issues. Our team provides support for your team resolving all your issues quickly and efficiently. In addition to being responsive, we utilize a proactive process that systematically eliminates problems before you are even aware of them.

STRATEGY

King Arthur and his knights had the most loyal to converse and strategize. With eStrategy, we'll align your technology with your business, assess your security posture, if needed, and help you leverage your technology to achieve success in your business. With eShield, your data and private information is safe behind a ring of security measures.

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Best Practices in Action

Network Support with Unified Threat Management

EDC's best practices are built on the foundation of work in our continuous improvement process, which is how we integrate findings from review processes into our E-Shield system. When it comes to network support, we implement unified threat management (UTM).

Unified Threat Management: how vital security functions are consolidated and integrated into a single device to perform multiple security purposes.

We recognize that there is not one product or tool that will be your silver bullet. UTM is the single point for multiple tools or methodologies.

UTM PARAMETERS

- Email security
- Antivirus and anti-spam
- Data loss prevention (DLP) software
- Bandwidth management
- Reputation and identity services
- Traffic filtering
- Content/web filtering
- Virtual private network (VPN)
- AND MORE

UTM, like the NIST framework, is a proven methodology designed to work with small business' workflow – not against it. EDC's multi-layer security approach insulates your most valuable information with world-class IT solutions customized for your needs.

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16 Ways We Protect and Improve Your Technology and Your Business

E-SHIELD MANAGED SERVICES

STRATEGY

- Quarterly strategy meetings to align technology and goals
- Regular security assessment to correct items out of compliance
- Security awareness training for all employees
- Security policies protect your business from social engineering attacks

SUPPORT

- Quick response from a team of technicians
- Advanced endpoint protection on all workstations and servers
- Computer updates on all workstations and servers
- Dark Web monitoring to alert staff of compromised passwords

SECURE

- Email protection to block spam and viruses
- Encryption to protect your data during transit and at rest
- Password policies to enforce basic password hygiene
- Multi-Factor Authentication protects against a compromised password

SHIELD+

- Mobile Device Security protects data on phones and tablets
- Web Gateway Security blocks malicious Internet hosts quickly
- SIEM/Log management monitors logs to protect against advanced threats
- Offsite Backup to protect against physical threats to your office

ENTERPRISE DATA CONCEPTS

4833 Conti St. Ste 200
New Orleans, LA 70119
504.322.3622

406 Audubon Blvd.
Lafayette, LA 70503
337.235.7741

MAKE SURE YOU'RE PROTECTED. VISIT EDCNOW.com TO LEARN MORE



WHEN YOU ARE SICK, YOU CALL YOUR DOCTOR. WHEN YOUR TECHNOLOGY NEEDS HELP, YOU CALL EDC.

Technology has continued to change the way healthcare facilities operate over the years, providing enhanced opportunities for communication, productivity and growth. But when the unthinkable happens and your system goes down, it's important to have a trusted resource that can get you back up and running quickly.

VISIT EDCNOW.com/MED TO LEARN MORE



TemperaturePro

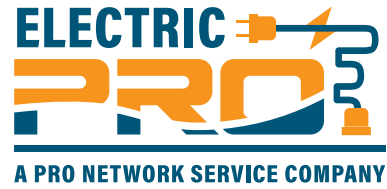
- Branding
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TemperaturePro is a professional air conditioning and heating service company with franchises located throughout the United States. SystemForward America, the franchise management firm behind TemperaturePro, approached RUSSO to develop a strategic brand plan and assessment of current marketing efforts. This included taking a closer look at their brand architecture, messaging, and overall strategy for both acquiring new franchises and holding on to the ones already in place.

Through Razor Branding, RUSSO was able to gain insight into their audience, their competition and the obstacles that stood in the way of continued growth. With an updated brand architecture, identity, and brand standards, SystemForward was able to provide improved marketing opportunities for existing and potential franchises. In addition, RUSSO used the information gained from the Razor Branding assessment to develop a messaging system that helped the individual marketing efforts of their franchises.

“In regard to TemperaturePro, we are seeing a much higher quality in potential franchise owners following the roll out of the branding initiatives that RUSSO created. In addition, the new locations that have been able to implement the new branding and messaging are on average seeing higher ticket numbers than the locations without the updated brand strategy in place.”

– Jill Villejoin, Director of Marketing, SystemForward America



At TemperaturePro, we strive to be different. It starts with being transparent, utilizing our state-of-the-art training and technology - ensuring you get what you want and never what you don't need. And with online scheduling and Pro-tech tracking, you can schedule an appointment and track your tech in real time, without ever having to pick up the phone - meeting your needs, without you ever having to adjust to ours.



832.779.5664
TemperatureProTheWoodlands.com

Lic# TA CLB40437C

FREE INDOOR AIR QUALITY CHECK



Are you concerned about air-borne pollutants and viruses in your home? TemperaturePro has solutions that clean, deodorize, purify, and protect the air in your home for your family and friends.



832.779.5664
TemperatureProTheWoodlands.com
Lic# TA CLB40437C

FREE INDOOR AIR QUALITY CHECK

50% OFF and a FREE Furnace tune-up.
(Excludes complete system purchase)

**HERE TO MEET YOUR NEEDS,
SO YOU EVER HAVING TO ADJUST TO OURS.**
A MODERN HVAC COMPANY FOR A MODERN WORLD.



**FREE INDOOR AIR
QUALITY CHECK**
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