

CASE STUDY

CONNECTING BRAND VALUE

Complete rebrand was part of major effort to give a boost to the business plan of an already successful company with strong brand equity. We leveraged our VOICE Program to create an entirely new brand and establish an aggressive and strategic marketing communications program.



We understand what each employee is looking for in terms of responsibilities and growth. And we do our best to help them make the most every opportunity.

“WE REFRESHED OUR BRAND WITH DBA IN 2023, AND WE HAVE BEEN VERY HAPPY WITH THE NEW LOOK AND FEEL THAT WE ARE PRESENTING TO THE MARKET. WE CHOSE A BOLD COLOR SCHEME THAT STANDS OUT AND CONVEYS OUR BRAND PROMISE TO MAKE IT EASIER AND FASTER FOR OUR CUSTOMERS.”

READY TO CONNECT YOUR BRAND WITH CUSTOMERS?

Your company has a story worth telling. Let us help you tell it.

Contact Don Becker at dbecker@dbamar.com or (262) 646-5400 today.