



CLIENT:

Tricor

A.wordsmith
developed new
company
messaging, paving
the way for fresh
web copy

Client Description

Tricor works with the “who’s who” of major brand names throughout the Northwest. An innovative marketing communication company, Tricor is responsible for strategizing, creating and implementing fully integrated brand management through customized programs.

Project Description

After years of success and innovation, Tricor’s overall brand and corporate positioning had grown stagnant. The company came to A.wordsmith looking for a revised corporate message that would lead to a new website. After working through a messaging Discovery Session, A.wordsmith developed all new company messaging for Tricor.

Key Results

The updated language was well received by the client and paved the way for all new web copy. Upon the completion of the web copy, the A.wordsmith team was tapped for additional updates on Tricor materials including bios, company fact sheet and client case studies.