



CLIENT:

Trinity Consultants

A.wordsmith crafted four different brand messaging frameworks that articulated the value and differentiated experience of Trinity's four business pillars in a clear, impactful and cohesive way.

Client Description

Trinity Consultants, a leading global environmental consulting firm, provides services and solutions in the EH&S regulatory compliance, built environment, life sciences, and water and ecology markets. Founded in 1974, Trinity has the technical expertise, industry depth, and capabilities to help clients achieve their goals across natural and built environments.

Project Description

Following a steady cadence of acquisitions, Trinity Consultants identified the need to craft brand messaging for its built environment business pillar to clearly articulate who the company is, its purpose, differentiation, impact, vision for the future, and how the collective entities are better together in a meaningful and cohesive way. This was designed to serve as the foundation for all internal and external communications. To be successful in this endeavor, we met with the CMO, marketing directors and subject matter experts from each of the acquired companies to drive alignment on desired objectives and the fundamental narratives, emotions and services that bring the value of the organization's acoustics, commissioning and technology strategy services to life. Given the agency's proven ability to translate complex, impenetrable topics into easily digestible positioning, the CMO engaged A.wordsmith to craft brand narratives for each of the remaining three business pillars (environmental consulting, sustainability and assurance; ecology and water; and life sciences).

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Key Strategies

For each of the four messaging frameworks, we:

- **Led sessions with business leads.** A.wordsmith led sessions with the marketing directors, business unit leads, and subject matter experts from each of the four business pillars to understand Trinity's strategy and services (who they are, what they do, how they do it, and for whom); their team (their skills, experiences, areas of expertise); what makes Trinity's approach unique/unexpected; their greatest strengths, opportunities, misconceptions, challenges and threats; how the team is thinking differently than competitors; how the pillar(s) broaden and deepen Trinity's overarching brand promise; the ideal client (and what about Trinity's services surprise and delight them the most); their desired perceptions; and the descriptions and emotions the partnership evokes.
- **Led sessions with clients.** A.wordsmith met with key clients to extract their experiences working with Trinity. These sessions were designed to provide clarity into the core client challenges, what motivates clients to seek Trinity's services, what makes Trinity unique, how Trinity stands apart from competitors, and how these components may differ by market or industry.
- **Distilled the story.** Based on these conversations, A.wordsmith distilled and identified the guiding themes and synergies.
- **Developed messaging.** A.wordsmith crafted four different brand messaging frameworks that articulated the value and differentiated experience of Trinity's four business pillars in a clear, impactful and cohesive way. This was designed to serve as a foundation for communications with internal and external audiences (e.g., web copy, case studies, speaking engagements, thought leadership content/media engagement strategies, infographics, storyboards, etc.).

Key Results

As a result, all four brand narratives have been instrumental to the development of associated marketing materials, including a messaging matrix designed specifically for the company's 50th anniversary, web copy, video scripts, digital campaigns, corporate sustainability positioning statements and employee communications.