

**WE PROVIDE  
COMPREHENSIVE,  
INNOVATIVE  
& INTEGRATED  
BRANDING  
SOLUTIONS**

**PLATINUM EQUITY  
GETS A POWERFUL  
BRAND THAT ENGAGES  
THEIR AUDIENCES**

# We are dedicated to fueling business growth through smart marketing solutions and execution.

Think Marketing was hired by Platinum Equity to assess their brand positioning and elevate their marketing efforts to the next level.



## Differentiating a Brand: Platinum Equity

### The Challenge

With over 15 years in business, Platinum Equity grew from a startup private equity firm to being one of the largest private companies in the U.S., according to *Forbes* magazine. Unfortunately, the brand and marketing materials changed annually—never giving their audiences a chance to understand what the brand stood for.

### Research

The rebranding process started with a competitive audit of ten private equity firms, three of which were identified as brand heroes based on brand recognition and reputation. Additionally, a series of interviews were conducted with key partners, principals and business development team members at the firm. Think also reviewed Platinum's materials from the last five years uncovering a flurry of inconsistent messaging, heavy use of jargon and a watered-down brand that blended in with their competitors.

### Strategy

Developing a design strategy for Platinum involved outlining the brand opportunities and defining how to use the brand assets consistently across all initiatives. After determining the core elements that made Platinum unique, we were able to recommend a new brand strategy including messaging, positioning and branding best practices.

### Creative Direction

The design program included several different design approaches that would help Platinum stand out in a crowded space and develop deeper relationships with their audiences. Each direction included colors, material suggestions and examples of key marketing materials (e.g. website home page, print ad and corporate brochure). The final program included a style guide that would allow the in-house team to effectively manage the brand.

### Design

After picking a design direction, Think then developed a complete marketing campaign with the new look and feel. The campaign consisted of print advertising, direct mailers with html email companions, corporate and business development collateral, decks and event support materials.



### Website

With a website that packed a design punch but failed to perform, we devised and implemented a plan to raise key metrics.

- **14% improvement** for the home page bounce rate
- Through SEO efforts, achieved **1st place position in Google** for several critical keywords
- Campaigns **increased time on website by over 600%**



### Advertising

To support a direct mail effort at an important time of the year, we proposed that Platinum run a flight of print and online ads with a landing page to surround their target audiences.

- Online ads delivered a **click-through-rate of double** the outlet's standard
- **Nearly a 700% increase** for time spent on the landing page (compared to website)



### Social Media

Looking to dip their toes in social media, we created a basic program to take advantage of opportunities and secure their namespace for future use.

- Built out **Wikipedia and LinkedIn profiles** skyrocketing them to **#6 and #7 website traffic sources**
- **Secured 20 social media profiles**
- Started a **Twitter account**
- **Created an interlinking social media strategy** to support SEO efforts



At Think Marketing, we concentrate on creating powerful marketing programs that create immediate results and deliver on your business goals.

We created a full marketing program suited to Platinum's needs that engaged and surrounded their audiences.

### Direct Mail & Email

We leveraged Platinum's existing customer database by creating a direct marketing program that ensured they reached their key audiences every 5-6 weeks. Then, we made their email campaigns work by incorporating new features, A/B testing the creative and copy, and providing detailed activity reports to the business development team.



- **Campaigns became their #1 website traffic source**
- Due to increasing website traffic from campaigns, Platinum's **web rank is twice as high as their closest competitor**
- **70% increase** in email open rates  
**166% increase** in email click-through-rates due to A/B testing

# Better Thinking. Better Results.

Our team of highly experienced marketers has a deep commitment to helping our clients succeed.

Our capabilities cover everything from initial marketing concepts and business strategies to detailed daily management of marketing programs. **Contact us to see how we can help grow your business.**

## Marketing Services

- Corporate identity and logo development
- Copywriting and design
- Messaging and content
- Database creation
- Marketing collateral
- Event and trade show management
- Direct mail campaigns
- Internet marketing
- Presentation materials
- Public relations
- Social media programs
- Interactive marketing

## Strategic Services

- Business and marketing strategies
- Marketing planning and budgeting
- Brand development and positioning
- Company and product launches
- Corporate and product messaging
- Pricing and packaging
- Market research
- SWOT analysis



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