

Case Study

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Client: Interis Consulting
Industry: Risk Management Consultants

Background:

Interis Consulting works with clients in the public and private sectors to help them recognize and minimize the risks inherent in implementing enterprise-wide technology initiatives. They are acknowledged to be experts and leaders in the specialized field of integrated risk management.

INTERIS

Identity



Brochure

Situation:

When we were approached by Interis, they were known as Godcharles, Goulet, Fournier and Normand. Well established with a sterling reputation, they wanted to bring on a marketing firm to undertake a re-branding and overhaul of their existing marketing messages and materials.

What We Did:

Working side by side with Interis senior management, we spent considerable time leading the development of their key marketing messages and confirming their validity with existing clients. After brainstorming, researching and presenting a number of options for a new company name, we settled on Interis, and then designed and helped them role out a new corporate identity, collateral and web site. The new look and positioning was introduced using direct mail and a broadcast email campaign.



Stationery

“During the months that we spent working with McGill Buckley on a major re-branding and launch of our company, we were constantly impressed not only with their knowledge, talents and attitude but also with their ability to handle everything we threw at them. They brought tremendous value and experience to the process and were a great group to work with.”

— Alexandra Psica, Managing Partner, Interis Consulting

Ottawa
T: (613) 728-4199
F: (613) 728-6450

Toronto
T: (905) 795-1764
F: (905) 670-5256

Québec
T: (450) 226-8294
F: (450) 226-1814

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