

Chicago Testing Laboratory Brand Refresh, Website and Marketing Collateral

THE SITUATION:

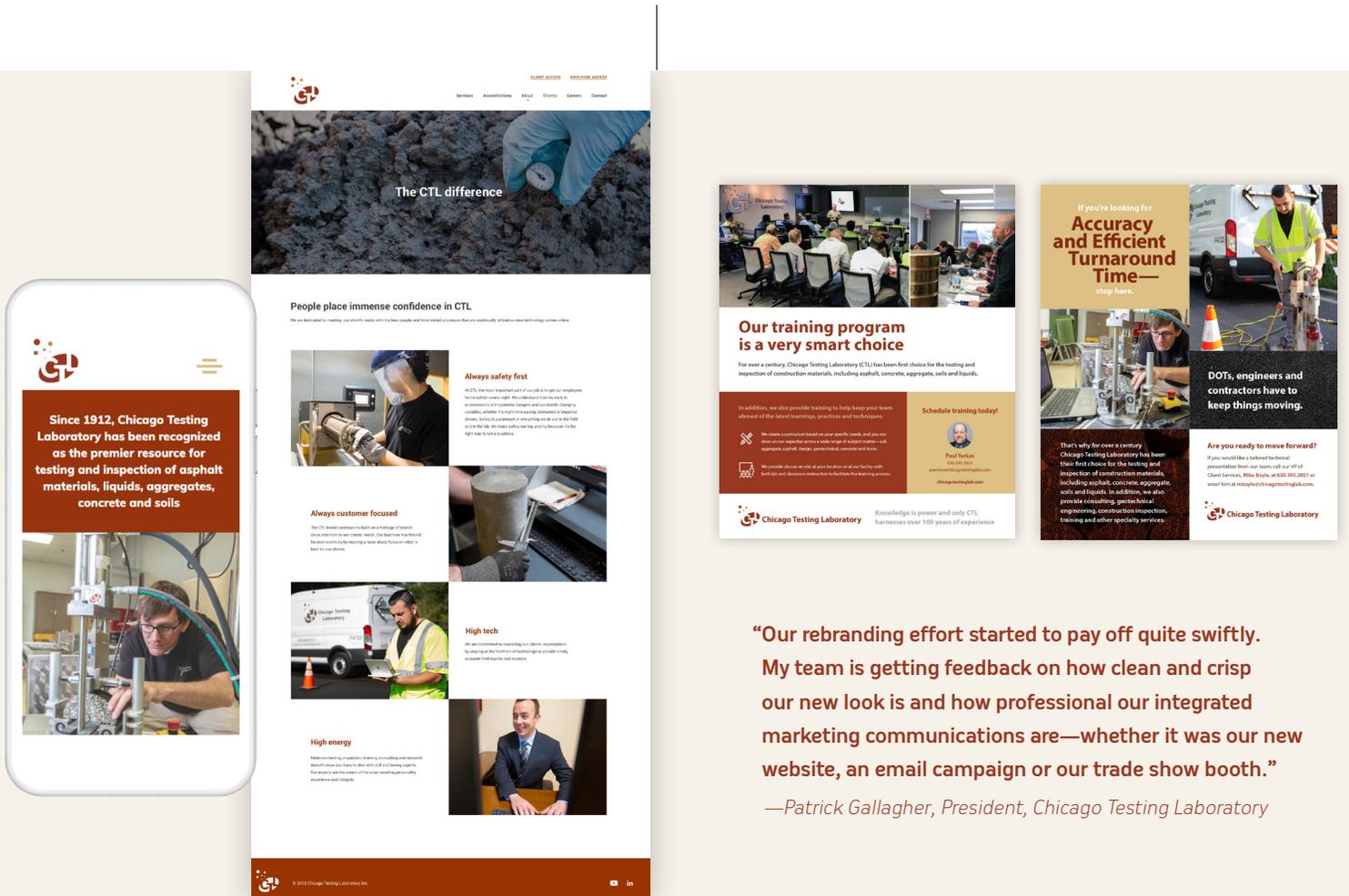
Founded in 1912, the Chicago Testing Laboratory (CTL) was looking to refresh its brand. Specializing in the testing and inspection of construction materials, as well as consulting in geotechnical engineering and other specialty areas, CTL occupies a niche market with a clientele that is notoriously hard to reach.

OUR SOLUTION:

A new website design focusing on highly-skilled staff, an established client base and a long-standing reputation for integrity and expertise helped position CTL as a premier resource in the market. Print and email marketing were also developed to promote CTL as a valuable partner in the construction materials industry. At the focus of all marketing efforts was CTL's commitment to meeting their clients' needs accurately and efficiently.

THE RESULT:

Using a regular outreach program of print materials and eblasts, CTL was able to reach a wide range of industry agents—from public and private companies to individual contractors.



“Our rebranding effort started to pay off quite swiftly. My team is getting feedback on how clean and crisp our new look is and how professional our integrated marketing communications are—whether it was our new website, an email campaign or our trade show booth.”
—Patrick Gallagher, President, Chicago Testing Laboratory