



CASE STUDY WILLIAMSON, INC.

In 2012, three Williamson County, Tennessee chambers merged into one. Now they needed a singular, contemporary brand identity to reflect the vitality of the county's business and lifestyle environment.



FIRST FRIDAY

LEADERSHIP

GOLF CLASSIC

PROBLEM

When it was established in 2012, the new chamber developed a bridge identity – “One Williamson, One Chamber” – to underscore its unity. A year later, with unification complete, the Chamber needed a bold brand and chose Limpus Communications to lead the effort.

ACTION

Limpus united creative from DNA Creative Marketing and branding strategy from Wheelhouse Marketing Advisors to compliment its own strategy and copywriting. The trio:

- **Researched** Chamber member opinions about the organization, performed a competitive identity analysis, investigated global chamber and non-chamber logos – as well as Williamson County icons – for creative consideration;
- **Identified** “Fueling business development and growth” as the best positioning strategy/message for the new Chamber;
- **Recommended** a shorter organization name (Williamson Chamber) and a brand name (“Williamson, Inc.”) that said “we live and breathe business in Williamson County;”
- **Developed** a mark for “Williamson Inc.” that reflected the county's recent growth;
- **Created** a tagline – “Where growth is the point” – with brand extension modifier options (smart growth, professional growth, personal growth, etc.); and
- **Produced** a contemporary color scheme for the main and secondary brands.

RESULT

Initial reactions from the 1,400-member organization have been strong and positive. The look and messaging has been integrated into other Chamber communications vehicles and Chamber growth has continued to strengthen.

