



case study :: Monroe Staffing

UNCOVERING WHAT'S UNIQUE



For more than forty years, Monroe has been staffing light industrial, clerical, IT, finance, and executive positions. What sets them apart from the competition is the friendly yet professional quality of their relationships with clients and candidates.

THE OBJECTIVES

To identify and communicate what is unique about Monroe and support their expansion into newly identified areas of opportunity.

THE SOLUTION

Elements created a new tagline—"Powered by People"—to convey Monroe's value: to be professional yet friendly, relaxed, and a trustworthy partner. We designed a stationery package and compiled an image library and brand-standard guides that Monroe can use in the future. To update Monroe's social media presence, we unified their existing pages and jump-started a dedicated page with social media strategy policy and implementation. Within the brand standards, we formatted an online coded e-newsletter. To streamline their process and clear the way for further growth, we developed a comprehensive website and intranet.



THE RESULTS

The first year following the implementation of the new strategic positioning, branding, sales collateral, website, and processes evaluation saw an approximate increase in Monroe Staffing's national footprint of 40% and an annual increase of over \$7 million.



SERVICES UTILIZED

- > Brand Review & Analysis
- > Corporate Identity
- > Print Collateral
- > Social Media
- > Strategy & Positioning
- > Websites