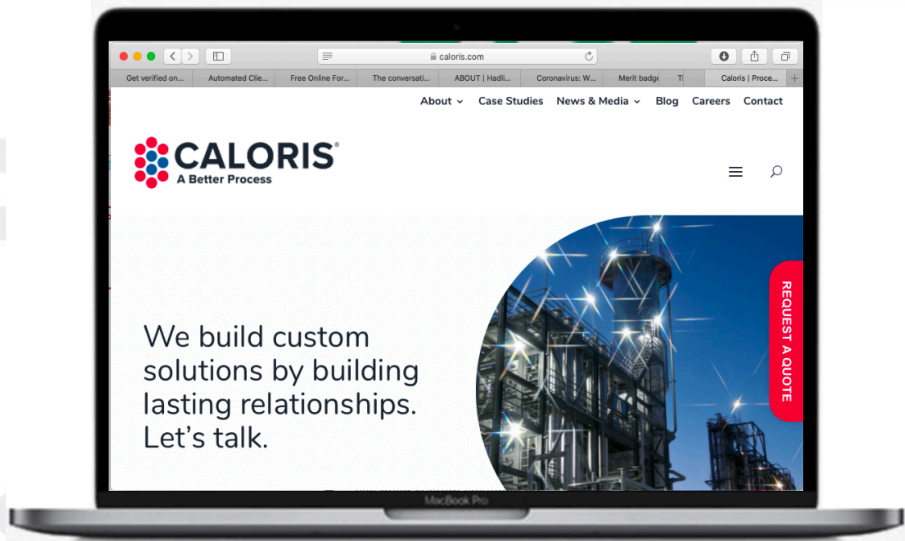




# Caloris Engineering



## BRAND GRATITUDE OPPORTUNITY

SAYS TO ME	DOES FOR ME	DOES FOR OTHERS
◆	◆	

**CHALLENGE:** Re-energize the company after the retirement and departure of its long-time, industry leading founder.

**SOLUTION:** Refocus their purpose, mission and values from the inside out around customer value, not founder heritage. We provided a differentiating promise that represented their culture and ultimate goal: A Better Process. It spoke to internal expectations as well as external audiences through their unique ability to design for higher value and profitability. It was promoted through a digital marketing strategy that empowered company thought leaders to use LinkedIn to “say to me” the values and value of Caloris. Which started conversations and built relationships that would allow customers to see what Caloris could “do for me.”

**IMPACT:** The entire Caloris team was energized around the future, not the past. Their engineers stepped up as thought leaders, the company acquired ancillary businesses to strengthen their offering, and the market kept its confidence in the team, allowing them to bid on new and bigger projects than ever before.

