

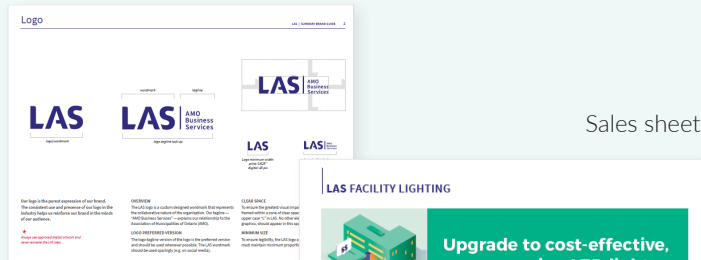
Finding a Place and Building a Voice for Clarity and Growth



Local Authority Services connects municipalities with solutions to help communities work better with the funding they have

Problem

- As part of the Association of Municipalities of Ontario, LAS had a difficult time differentiating itself from its parent association and defining its own service offerings.
- LAS has limited market exposure, a complicated set of services and a niche target audience.
- The opportunity was to differentiate LAS's brand to enable it to carve its own space and communicate its service offering with clarity and purpose.



Brand guideline

Sales sheet

Backdrop



Approach

Halmyre led the development of a complete brand and marketing strategy to define LAS's brand and help introduce the kind of rigour and targeting that would help drive its marketing objectives. To do this, Halmyre:

- Carried out a situational analysis, a brand and content audit and a performance review;
- Executed deep-dive interviews with a cross-section of the membership to derive insights and develop persona profiles, which then provided a dynamic and informed way to ensure focused, insight-driven marketing;
- Created a comprehensive brand identity and a style and communications guide to help shape LAS's unique brand and build a meaningful reflection of its value proposition;
- Created website user scenarios to help inform web planning; and
- Developed the marketing strategy, including a performance dashboard reporting structure to ensure proper tracking.

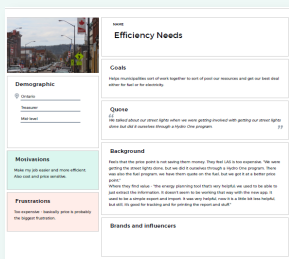
Outcome

- Clarity in the market
- Improved staff engagement, leading to an elevated sense of a standard brand tone and voice
- Fresh, clear sales collateral and toolkits for staff to use
- Growth in sales and share of wallet



"The marketing strategy and branding work we did with Halmyre has continued to be a game changer for our organization. Everyone gets it and it's helping us succeed."

— JUDY DEZELL
Director, Enterprise Centre,
Business Partnerships,
LAS



Personas

