

BRAND IDENTITY: CLEAN WATER ENVIRONMENTAL

The Scenario

Our super cool client, Clean Water Environmental, recently went through a buy-out and were looking to push the reset button on its brand look and feel. The goal was to still encapsulate their legendary service, expertise and reputation as well as draw a distinct line from previous ownership. Bringing forward the T3 belief of brands are built from the inside out...our CWE client tapped us for a complete brand re-build.



The T3 Approach

T3 started to partner with CWE prior to the new ownership even being announced. We completed a quick audit of current marketing assets and established a quick PR plan to handle the big announcement. Due to strict regulations in the industry, we needed to ensure current customers stayed loyal and confident in the services offered by CWE. Once the dust settled, we set forth to provide CWE a killer new image and all the underpinnings to go with it.

The Result

Renewed employee
engagement

Local media
involvement

Customer
stabilization

