BUT YOU DON'T HAVE TO TAKE OUR WORD FOR IT...

Thoughts from clients who have been through SPARK's strategic brand planning process:

AMERICAN FOREST MANAGEMENT

AMERICAN FOREST MANAGEMENT, CHARLOTTE, NC

American Forest Management (AFM) is the nation's largest land management consulting and rural real estate brokerage firm.

"Several years ago, we engaged SPARK to help us refresh our brand identity and develop a marketing strategy to help us grow as a company. SPARK led us through the brand development process, which included 20 of our company's leaders from across the country. The process included quantitative and qualitative research that enlightened us to our position in the marketplace and helped us identify issues and opportunities to facilitate our growth. This two-day workshop was daunting but resulted in our leadership having an understanding that a brand is more than simply a logo. We also realized the power of having a sound brand foundation from which to develop marketing strategies that would not only stand the test of time but achieve sustainable results. Since that time, we have seen significant increases in brand awareness, new visits to our website, and best of all, revenue gains. I highly recommend this process to any company who is looking for sustainable growth."

-Adrienne Walters-Anders, Manager, Marketing & Development, American Forest Management

BEACON PARTNERS

BEACON PARTNERS, CHARLOTTE, NC

Beacon Partners is a commercial real estate investment, brokerage, leasing, and property management firm operating throughout the Southeast and beyond.

"We are extremely grateful to SPARK for taking us through a thorough brand strategy development process a few years ago. Our initial objectives in hiring SPARK were around generating a new look for our logo and materials and matching these up with a relaunch of our online presence and messaging. We began with a multi-day deep dive led by SPARK into who we were/are, our goals, our position in the market, competitor messaging, our vision, mission, and values, etc. We included a diverse group of company employees in the process. It was a tough but essential step in generating consensus internally around who we are, what we believe and what we aspire to be in the future. With the foundation built, we then moved forward with SPARK to develop a new logo, marketing materials and website.

In addition to being pleased with the changes we made with our brand and messaging we were also able to explain the genesis of those changes because of the thorough process we went through. It was the foundational step in the process and triggered the great results (and consensus) we had at the end of the day. Great job and thank you SPARK!"

-Pete Lash, Managing Director, Beacon Partners, Inc.

DREAMKEY PARTNERS, CHARLOTTE, NC

DreamKey Partners is a private, nonprofit real estate development and finance corporation focused on bringing people together in pursuit of solving the affordable housing crisis.

"The team at DreamKey Partners is grateful for SPARK's expertise as they guided us through a major step in our organization's evolution. We are confident that the new brand reflects our commitment to deliver affordable and sustainable housing solutions to the communities we serve."

-Noelle Bell, Senior Vice President, Marketing and Communications, DreamKey Partners

APTUS, CHARLOTTE, NC

Aptus is the largest under-bridge infrastructure contractor in the country, installing the conduit that delivers vital utilities to the consumers who rely on them every day.

"Last year, we decided to "refresh" our brand. Upon a professional referral, we were introduced to the team at SPARK. SPARK took the time to get to know us: who we are as individuals and as a team. They dove deep into our current marketing presence. They pulled together our entire executive team for a multi-day workshop that was well thought out and purposeful. They looked at every aspect of our business from history to values to website and social media to future plans for growth. They have helped us identify current issues and areas for improvement as well as given us advice, based upon their years of experience, to help us more accurately represent our brand. The entire team at SPARK is top notch, personable and professional. They help to set goals and deadlines and work diligently to keep everything on pace. Our company, our brand, and our future growth trajectory have never looked better. I would highly recommend partnering with SPARK if you are looking for an effective way to get a truly accurate picture of your company and its current status in the marketplace. SPARK will provide you with the tools to elevate your game in so many ways and ensure future growth and prosperity for you and your company."

-T. Edward Dill, Chief Human Resources Officer, Aptus

BRIGHTFLOW TECHNOLOGIES, CHARLOTTE, NC

BrightFlow Technologies offers managed IT services, VOIP solutions and WordPress websites in the Carolinas.

"Our initial objective in hiring SPARK was to increase brand awareness of BrightFlow Technologies. They performed an exhaustive amount of research over several months to discover that we didn't have a brand to be aware of. SPARK interviewed clients and employees and hosted a two-day workshop for our executive team to highlight the findings. They were able to shine a creative light to help navigate us out of a cloudy identity. This will help us share our story for our clients, prospects, and employees. We are very thankful for the team at SPARK for helping us."

-Brian Mangum, Founder, BrightFlow Technologies