



CASE STUDY

NEW MESSAGING PROPELS GROWTH

INDUSTRY

Advanced technology research and higher education

CHALLENGE

Reach and engage audiences working on the front-lines of technology innovation without alienating existing partners and stakeholders

SOLUTION

Develop a succinct, compelling brand message that conveys the exceptional expertise found within GTRI and speaks to the needs of both government and commercial entities

EXPERTISE

Messaging | Sales enablement

For nearly 100 years, the Georgia Tech Research Institute (GTRI) has delivered highly regarded advanced technology solutions and large-scale prototypes to address the most difficult issues facing national security, economic development and the human condition.

Through its work, the nonprofit institute was well-connected with government entities and traditional businesses. GTRI, however, wanted to expand into new private sector markets and emerging technologies.

But its "story" was complex, and the institute needed a way to address commercial audiences without alienating its existing government partners. Looking to take its brand narrative to new heights, GTRI engaged Arketi to refine its message and positioning for a broader, cutting-edge audience.

MEASURING WHAT MATTERS



42%

increase in revenue



3

industry awards



1

clear and concise brand message

THE FOUNDATION

To help GTRI formulate its unique positioning, we launched a series of formal sessions and workshops to explore what truly makes GTRI's capabilities so remarkable.

We first held an in-depth Unearth with the institute's senior management to better understand their long-term goals and objectives for GTRI. Afterwards, we fielded an extensive questionnaire dozens of lab directors, GTRI employees and board of advisors – all aimed at understanding the strengths of the organization, its attributes and culture.

We used this research to develop a positioning platform underlined by GTRI's unique differentiators, target audiences and influencers important to the nonprofit. A second online survey and interview series were then used to elicit employee feedback on the new positioning.

THE MESSAGE

This process soon led to the GTRI's new messaging: **"Problem. Solved."**

This message provided a succinct and compelling way of expressing what GTRI has been doing since 1934 – solving highly complex, technical problems. Positive, active, flexible and extensible, the tagline "Problem. Solved." conveys the exceptional expertise found within GTRI and speaks to the needs of both government and commercial entities, a critical factor in GTRI's go-to-market strategy.

The tagline and messaging platform are now used in all aspects of marketing, including the institute's new website, print and online collateral, posters, newsletters and annual report. Arketi also helped GTRI develop infographics that showcase the institute's unique problem-solving processes.

THE RESULTS

In the first 12 months after the new messaging was launched, GTRI saw a 42% increase in revenue. The clear, concise messaging and vertical market focus helped GTRI increase its sales process consistency and efficiency, generating improved results all round.



Arketi Group really helped us home in on our value proposition and the markets we wanted to reach with that messaging. Their strategic development added definition and differentiation to the consistent delivery for all GTRI marketing initiatives.

KIRK ENGLEHARDT

Director of Communications
GA Tech Research Institute

In addition to these business benefits, GTRI's repositioning received several accolades, including two Phoenix Awards from the Public Relations Society of America and a Silver Quill from the International Association of Business Communicators.