

CASE STUDY: AIR MECHANICAL, INC.

Air Mechanical is one of the leading HVAC companies in the Minneapolis-St. Paul area. SOULO has worked with them for over a decade.



SERVICES PROVIDED

- Brand Discovery & Architecture
- Logo Development
- Focus Group Facilitation
- Integrated Communications Campaign
- Advertising Campaign (from direct mail to billboards)
- Digital Marketing
- Website Design
- Vehicle Graphics

“WE HAVE SEEN RESOUNDINGLY POSITIVE RESULTS. OUR EMPLOYEES ARE PROUD TO WEAR OUR BRAND, AND OUR CUSTOMERS ARE MORE KEYED-IN TO OUR FULL SERVICES. WE HAVE BECOME MORE RECOGNIZABLE TO THE PUBLIC AT LARGE. I WOULD RECOMMEND THE SOULO TEAM FOR ANYONE THAT WISHES TO IMPROVE THEIR BUSINESS.”

- ROSS & JULIE ERICKSON
OWNERS-AIR MECHANICAL

OPPORTUNITY

When SOULO started working with Air Mechanical, the company had had the same brand identity since its founding in 1985. While their brand presence had been effective in helping the company succeed, the leadership at Air Mechanical believed there was an opportunity to freshen its identity to better represent the full range of their services. The reimagined brand needed to resonate with the existing customer base as well as a new audience of Millennials.

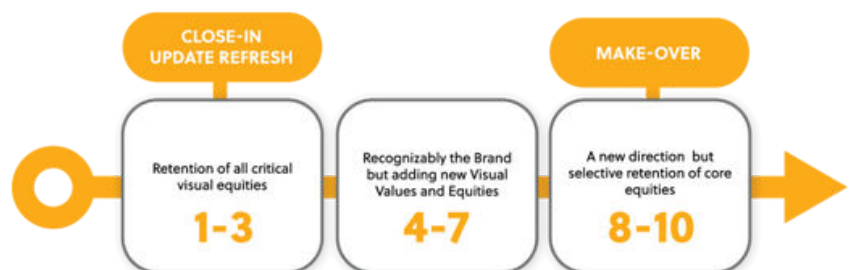
SOLUTION: SOULO

The new brand identity would be utilized across a wide range of channels, including vehicle wraps; invoices and other printed materials; promotional materials; and an industry-leading advertising campaign. We knew we had to get it right.

We started with creating a master brand that would embrace all of Air Mechanical's key service areas but maintain enough flexibility for new initiatives. It was important to show how the logo and brand identity could evolve into fresh new territories, while also retaining the key visual equities that drive brand recognition and affinity.

Design Framework

Using SOULO's Logo Brand ID Design Process and Innovation Spectrum, we asked Air Mechanical to help determine how “close-in” or “far out” the design exploratory process should be. Throughout the project, it was determined the brand was in the future while also anchored in the past. The brand rested at an “8” on the Innovation Spectrum.



Innovation Spectrum

FOCUS GROUP PROCESS

Consumer Research Process

AIR MECHANICAL
AIR MECHANICAL
 HEATING, COOLING & PLUMBING
 "Creating Custom Comfort" Since 1985


Logo Evolution

Branding Banner

Brand Assets
Consumer Input

Air Mechanical and SOULO had to be certain that this new brand would be appealing and not disruptive to current customers with strong loyalty to the brand. Consumer research (qualitative focus groups) was conducted to verify that the new approach represented a step in the right direction, reflecting both Air Mechanical's core equities as well as the customers' own experiences with AMI. Consumers embraced the new identity enthusiastically.

The key positioning: Air Mechanical is taking care of your home mechanical needs, so you have time for your family.

Brand Architecture

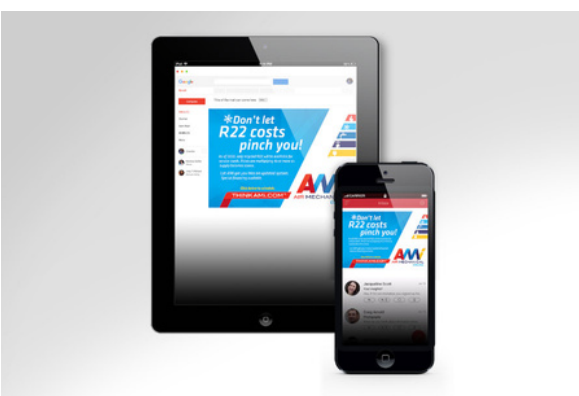
Beyond creating a master brand, AMI needed a system that showed their service areas and could be conveyed clearly and contextually. We created a simple, easy-to-understand system that identified the service areas with meaningful and relevant icons and colors, consistent with the overall brand identity. The colors tied directly back to the logo and each service area would have a mini-toolbox of assets that could be used in any instance where the brand was used.

Integrated Communications Campaign

Creating a new brand identity requires an integrated multi-channel advertising campaign to build rapid awareness of the new identity. Individual service areas convey the key benefits and reasons-to-believe for consumers. The campaign also provides educational content to promote Air Mechanical's expertise. SOULO's process included:

- Profile Key Customer Segments and how receptive they were to different types of advertising messaging and media.
- Create a wide variety of advertising communications (from direct mail to billboards) that reached Air Mechanical's customer targets on a broad basis as well as a 1:1 basis.
- Reflect the knowledge and expectations of AMI's customers. The rich database of customer knowledge allowed SOULO to identify the key wants and needs of their different segments and provide the right content at just the right time.
- Develop a digital content capability for the brand that could speak to single topics within the company's service areas and enable a speed-to-market approach for timely message delivery.


AC Billboard

Plumbing Billboard

Email Postcard

ROLL-OUT

After creating and rolling out the new brand identity, SOULO created an advertising campaign for the AMI brand as well as smaller, focused campaigns for each service area. This helped the AMI team shift easily from talking about the broad solutions AMI provides to discussing how AMI could solve specific problems.

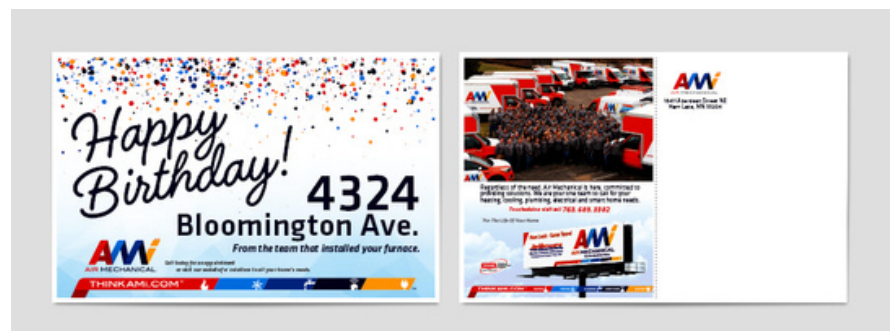
This messaging accomplished three key things:

- It spoke to the person who needed one company to handle all the mechanical maintenance of a large building, as well as the person who just had a clogged drain, thereby retaining relevance to every audience.
- It helped AMI talk to their customers in a way that resonated with them and their needs.
- It reinforced AMI's position as experts, helping strengthen their relationship with their customers.

RESULTS

A strong brand identity relaunch campaign helped elevate the AMI brand, both with current and potential customers. It also broadened AMI's appeal by referencing all their services, including air conditioning and heating systems, smart home installation, plumbing, and electrical.

Throughout the brand relaunch, AMI experienced strong demand. The right-place, right-time rollout kept Air Mechanical front-and-center, re-introducing their look to existing customers and expanding their appeal to new customers. With an updated look that matches their quality work and vision for the future, AMI's phone continues to ring off the hook.


Print Postcard