

# CASE STUDY



## OPERATION REBRAND

“We learned so much about ourselves by working with the talented and creative team at Ajax Union. They communicate like pros and execute flawlessly.”

- John Cioffi, Partner

## RESULTS

**3X** the increase of website traffic

**2X** the amount of leads

## PROBLEM

Missing a unified message, lack of core values and identity.

## SOLUTION

- Create new logo and tagline.
- Rebrand marketing and website.
- Responsive design to make the site mobile friendly.

