

Client Quick View

Buchbinder at a Glance

Founded: 1945

Privately Held

Number of employees: 100-150

Vertical: Finance

BUCHBINDER

Client Overview

Clients are Buchbinder's first priority. They know being a great CPA means more than valuing accuracy and ethics, but about showing clients you care.

With deep technical knowledge and decades of niche experience, Buchbinder's long-standing reputation of getting it right is exactly why they're now serving third- and fourth-generation clients. As Buchbinder continued to grow and their marketing efforts increased, there was a need to align their strategies.

"As we went to market with our updated brand C2 Creative was a great creative partner. From our recruitment programs to online advertising, they helped bring a consistent image to our materials and always brought a fresh perspective to the table."

- Caitlyn Brogan, Marketing Director

Brand Engagement

In a competitive industry, having a distinct image is crucial. Through our creative process, we helped Buchbinder find theirs and helped align their brand with their company culture. We designed a brand guide and go-to-market materials to support that alignment. We developed a design system that would allow flexibility across channels while maintaining a consistent and contemporary image. We also designed go-to-market materials to support sales and inbound marketing efforts.

With a collaborative client and a design concept to build from, we were able to bring a consistent look and message to Buchbinder's marketing. Buchbinder continues to delight clients as a trusted industry expert.

Brand Deliverables

- Brand identity
- Sales materials
- Exhibit materials
- Online advertising

Let's partner to tackle your big business challenges. Our proven **Connect2 Brand Model** can help you tell your story clearly and compellingly, meet your customers where they live, and stand out from your competitors.

Schedule a discovery meeting today

Connect with us at
creative@C2-CC.com or
visit www.C2-CC.com.



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