

## CASE STUDY

# Earth Tech

Envisioning the possible. Expressing a global company's promise of a better tomorrow.

### SITUATION

As our company moves in a new direction, how do we ensure employees and customers understand and embrace our vision of the future — and demonstrate how it will set us apart?

When President Alan P. Krusi joined Earth Tech, he sought to revitalize the company and its commitment to four key service areas: the international water/wastewater, environmental, transportation and facilities markets. Rapid expansion through strategic acquisitions and its affiliation with parent company, Tyco International Ltd., had added important technical capabilities, strengthened existing ones and extended its global reach. At this critical time in Earth Tech's history, Krusi recognized the need to unify the company's diversified businesses under a clear, focused vision that would energize employees, resonate with customers and differentiate it in its markets.

### SOLUTION

To address this challenge, Baker created a comprehensive communications platform that captured Earth Tech's reason for being, differentiating qualities and unique value proposition. At the epicenter was the company's vision to improve the quality of life — and build a better tomorrow — through the development of private and public infrastructure. Effective visuals and messages wove a compelling and convincing story of how Earth Tech's businesses shared and reinforced this core vision across their activities.

### RESULTS

The result was an integrated communications program that successfully demonstrated the individual and collective value of the company's diverse businesses, united by a common purpose to make a difference through its core services. The story that emerged forged an authentic, emotional connection to Earth Tech's employees and customers worldwide. In doing so, it presented a compelling value proposition that would help attract AECOM, a leading global provider of professional technical and management support services, which later acquired Earth Tech to augment its own global presence and market position.

### CENTERS OF EXCELLENCE:

- Brand Strategy and Development
- Marketing Communications

### EARTH TECH PROGRAM COMPONENTS:

- Brand Positioning and Platform
- Tagline
- Identity
- Design Systems
- Messaging and Voice
- Website
- Corporate and Marketing Literature
- Advertising
- Brand Guidelines
- Brand Photography Library

### WEBSITE

