



ENVIRONMENTAL AND INDUSTRIAL RESOURCES

The business mix of Soil Solutions has changed significantly over the last 15 years the company has been in existence. As one of the Southeast's leading environmental and industrial contractors, their business has expanded to include much more than just soil remediation.

We were actively engaged in helping Soil Solutions assess their marketplace position, formalize a business strategy, and develop a long-term marketing and communication plan to achieve their aggressive growth goals in these new areas.

Short-term, we quickly updated the company's current sales materials, organizing their services into five categories and developing a system of graphic icons for each. The result was all new sales materials which much more clearly described their business to prospective customers.

The company longer-term needed to make a more dramatic statement, set themselves apart from

their competition, and more clearly communicate this broader range of resources. From this base strategy we developed:

- A new name, logo and tagline for the company – signifying a much more progressive nature and a much less limited offering
- All new sales materials to bring the new business concept to life in dramatic fashion and focus on the areas with the most business potential
- All new collateral materials – business cards, stationery, forms, etc.
- Translation of the new look onto the company's fleet of vehicles and equipment
- A new website with emphasis on the same areas, an animation of their patented MSD process, and an easy-to-update content management system and newsletter function



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*"MediaFit has provided a marketing partnership for our company that we thought was impossible. We have been totally impressed with the professionalism, experience, willingness and pure talent that has been demonstrated since the beginning of our relationship."* ~Tom Hammett, Vice President



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