

# STRATEGY QUALIFICATIONS



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# LecoursDesign is a digital marketing and branding agency helping A/E/C\* firms attract great clients and talent.

## Nice to Meet You

Based in sunny San Diego, CA, we work with clients across the country. We have a team of four: two senior designers, a strategist and a web developer. We work consistently with select creative partners if needed for copywriting, photography, video, or custom illustration.

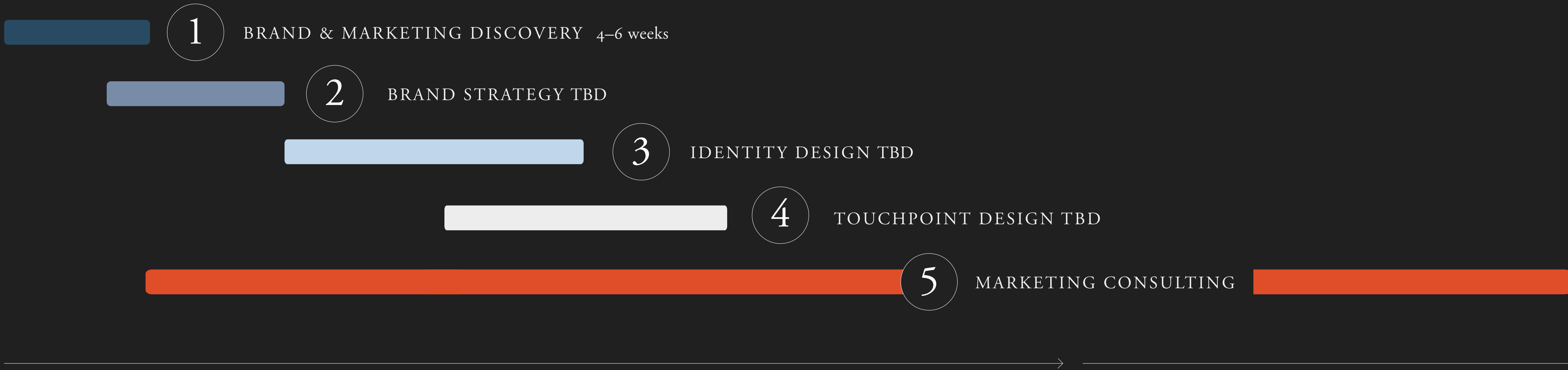
## We Know A/E/C

You won't waste time onboarding us about the nuances of A/E/C marketing. Our 25 years of expertise provides your firm with benchmarks to surpass your peers.

## You'll Enjoy the Process

We're committed to making our work together fun & efficient. You'll appreciate our systems and love of sharing best practices for project management. Clients tell us we communicate well—listening closely, while respectfully challenging their long-held assumptions.

\* A/E/C = architecture, engineering, construction, including interior design



BRAND & MARKETING DISCOVERY

- Benchmarking vs. Peers
- Company History Research
- Strategic Plan Review
- Marketing Plan Review
- Positioning & Personality
- Existing Brand Architecture
- Existing Brand Identity
- Existing Brand Touchpoints
- Competitive Analysis
- Internal & External Interviews
- Findings, Insights, & Recommendations

BRAND STRATEGY TBD

- Mission/Vision/Values
- 3 Uniques
- Brand Positioning
- Brand Personality
- Brand Messaging
- Brand Plan

IDENTITY DESIGN TBD

- Naming, Tagline
- Mood Boards
- Logo Design
- Color
- Typography
- Trade Dress

TOUCHPOINT DESIGN TBD

- Stationery System
- Forms & Title Block
- SOQ Package
- Proposal Package
- Print Design
- Email Marketing Design
- Slide Deck
- Email Signature
- Signage & Vehicles

MARKETING CONSULTING TBD

- Marketing Plan
- Brand Style Guide
- Internal Rollout
- External Launch
- IP Recommendations
- Ongoing Refinement

# Scope of Work

PHASE 1: BRAND & MARKETING DISCOVERY



PHASE	PRO	EXPERT
<p><b>Internal Research</b></p> <p>Review existing mission, vision, values, positioning, target markets. Review company founding story and history. Review strategic, marketing, and business plans. Review revenue distribution by market and service. Review your biggest marketing and business development strengths and challenges. <i>Required from client: provide all requested materials mentioned above.</i></p>	•	•
<p><b>Brand Audit</b></p> <p>Review of 50+ brand touchpoints. Includes, but not limited to, review of naming, logo, branding, website, messaging, proposal template, SOQ, brochures, presentation interview outline, sales tools, PPT template, social media, technical white papers, business cards, voice mail, email signatures. <i>Required from client: place examples of all brand touchpoints in a shared Dropbox folder and sub-folders organized by LecoursDesign.</i></p>	•	•
<p><b>Interviews</b></p> <p>20–30 minute qualitative research phone interviews with five external people familiar with your firm’s reputation. Could be current, former, or future, industry influencers, consultants. 30-minute phone interviews with five internal staff. Interviews to focus on perception, reputation and the value proposition that wins you new business. Interview questions will be co-develop by LecoursDesign and you. 10 total interviews. <i>Required from client: Co-develop interview questions or accept LecoursDesign recommendation. Invite interviewees; upon acceptance make introductions to LecoursDesign to handle scheduling.</i></p>	•	•
<p><b>Competitive Audit</b></p> <p>Co-develop 10 agreed-upon characteristics to review top 5 competitors vs. FEA. <i>Required from client: Co-develop 10 characteristics or accept LecoursDesign recommendation. Provide list and urls of top 5 competitors.</i></p>	•	•
<p><b>Presentation</b></p> <p>David Lecours delivers a 60–90 min., in-person or Zoom presentation to company leadership. Includes insights and findings from: internal research, brand audit, interviews and competitive audit. Concludes with prioritized recommendations with timing and estimated fees for possible new name, redesign of logo and brand standards, tagline, website messaging. Sequencing and implementation strategy to be presented. Opportunity for Q&amp;A. Attendees are encouraged to record or take detailed notes during the presentation. Delivery of slide deck. <i>Required from client: Invite attendees and attend, take detailed notes to complement slide deck.</i></p>	•	•
<p><b>Report</b></p> <p>35-page+ written report containing: brand audit scorecard with comments for each brand touchpoint, written analysis of internal research, transcripts of interviews, competitive audit table, and recommendations with sequencing, timing and estimated fees. Report delivered as a PDF. <i>Required from client: Distribute PDF report. 1–2 hours to read.</i></p>		•
<b>TIMING</b>	6–8 weeks	8–10 weeks
<b>INVESTMENT</b>	\$15,000	\$19,000

Completion goal: mid-February. We highly recommend the in-person workshop be saved for Phase 2: Brand Strategy & Positioning

\*Does not include travel reimbursement if necessary

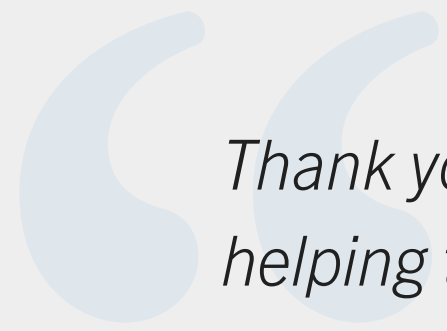
# Recent Case Stories

DISCOVERY, BRANDING, & MARKETING CONSULTING



# AEC Advisors

Services: Discovery, Brand Strategy & Positioning, Brand Identity, Messaging, Collateral, Web Design and Development, Email Marketing, Event Marketing



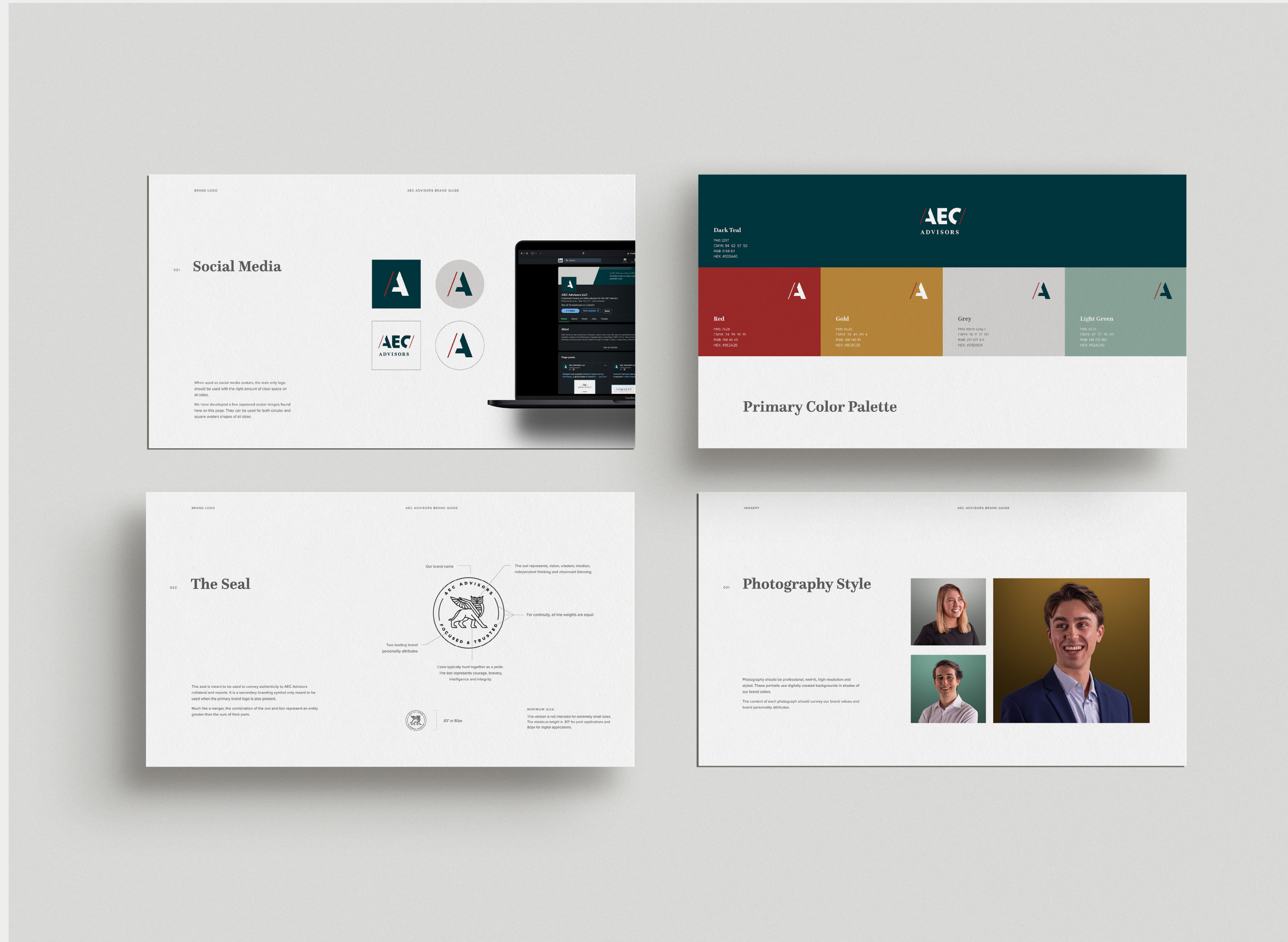
*Thank you all for making this happen for our company and helping to elevate our brand...doing it all to hit our goal of rolling it out at our biggest event of the year: the CEO Summit. I tell people that hiring your team was the best decision we made to take us to the next level.*

## Objectives

- Evolve from start-up branding to best-in-class branding
- Use the website to promote our research, events, and webinars
- Brand their signature marketing event of the year: The CEO Summit

## Solutions

- Design of a new logo, seal, colors, typography, illustrations, photography and video
- Design of a new website can handle event registration and Salesforce integration
- Event marketing for the CEO Summit—their most attended event to date



[SEE MORE](#)



# Bullivant

Discovery, Digital Marketing Strategy, Website Design / Development, & Custom Illustrations

*This doesn't look like a law firm website.*

*The website and rebrand were actually things that impressed me about Bullivant and made me take the interview; your team did a phenomenal job.*

## Objectives

With significant transformation in the last 10 years, this law firm's brand was stuck where they'd been, not where they're headed.

- Create a brand that attracts and retain great talent
- Clarify the firm's positioning
- Create an open-source website CMS that can be easily updated with internal resources

## Solutions

- New mission, vision, values and brand positioning statements
- An updated name and modular brand identity system
- A website that features each practice and person with new photography and video



[SEE MORE](#)

# KAA Design

Discovery, Brand Identity, Print Design, Website UI Design, Email Marketing, Brand Style Guide

*I've read your email blasts through the years because they are thoughtful and helpful. We're going through some big changes here and I'd like to use your voice to help us express ours.*

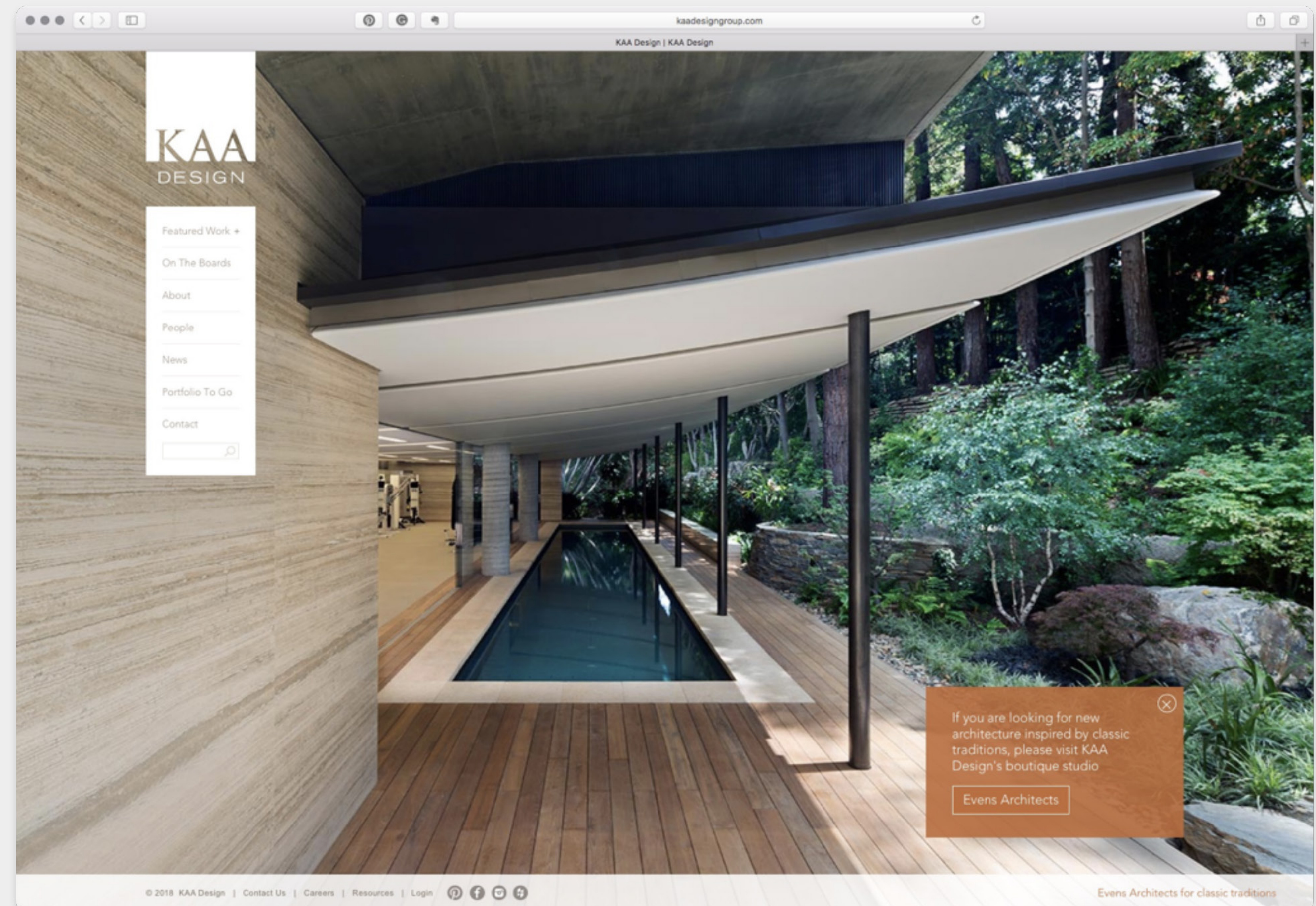
## Objectives

Reintroduce this well-known Los Angeles-based firm as being focused on warm contemporary residential architecture.

- Return to their roots. The firm was transitioning from multi-disciplinary to pure residential architecture.
- Leverage the visual brand equity of square and KAA.
- Feature the firm's projects wherever possible.

## Solutions

- Refresh the original firm logo rather than a complete rebrand
- A modular kit of parts brand identity that is flexible across all communications channels
- Each employee receives business cards with four different projects featured on the back



[SEE MORE](#)

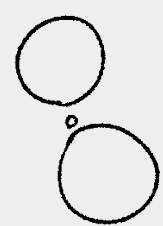
# Why Hire Us?

WHO WE ARE, OUR DIFFERENCE, TEAM, AND CLIENTS



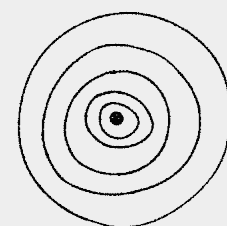
# Our culture, and how it benefits our work with clients

## OUR VALUES ARE THE FOUNDATION OF OUR CULTURE



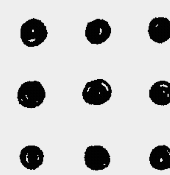
### Continually evolve

Marketing and culture are never done and never perfect. We continually improve.



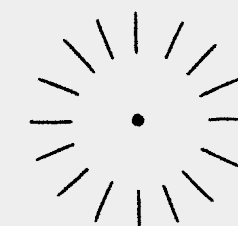
### Feed yourself well

The quality of our input = the quality of our output. We must nourish ourselves to be creative.



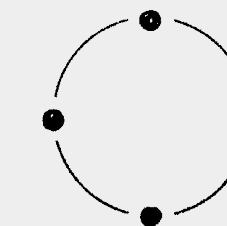
### Communicate with clarity & courage

A great designer is a great communicator.



### Embrace systems & order

We are methodical and find joy in order, structure, and organization.



### None of us are as smart as all of us

We utilize the strengths of our teammates to achieve greatness and create connection.

## HOW CLIENTS BENEFIT

Our 28 years focused in the A/E/C industry provides a baseline for us to compare your firm against your peers. After the Discovery phase, we'll share recommendations for how to improve your culture. We also offer maintenance to help new behaviors evolve into habits.

In our weekly staff meetings, each person shares something inspiring. Then we archive the inspiration. As a result, we start each new client project brimming with new ideas.

We utilize project management tools like Asana to proactively communicate project expectations. But there are other times when an old-fashioned phone call is more effective. Usually, we deliver good news, but we aren't afraid to have crucial conversations when needed.

Utilizing systems grants us time and energy to do the deep work necessary for creative breakthroughs. We go all-in to co-design your firm's culture to be unique and magnetic.

You know your business and culture best. Our job is to draw great ideas from you and give you the tools and courage to implement them. Through a constant feedback loop, we iterate with your team to co-create a culture we are all proud to share.

01

## 100% Focused on Architecture/Engineering/Construction (A/E/C)

LecoursDesign is a national brand and culture agency helping only A/E/C firms attract great clients and talent. You won't waste time onboarding us about the nuances of the A/E/C industry. We know what it takes to create an exceptional A/E/C branding. LecoursDesign was honored by SMPS for four national awards: Best Rebrand (2018), Website (2018 & 2020), and Print Recruitment Promotion (2018).

02

## You'll Work With an Elite Team

All we have is a focused, elite team. Get to know them on the next page. There's no bait-and-switch handoff to junior staff doing the work. Staying small allows us to be selective and focused on a few projects at a time. Our proven alliances with senior consultants and craftspeople ensure top-notch, reliable creative work.

03

## Proven Process and Peer Endorsements = Low Risk

We understand that hiring a creative agency that you've never worked with is risky. You don't have time or budget to fire the agency and start over. But we come highly recommended by many of your AEC marketing peers. LecoursDesign offers a proven process and a track record of successful branding projects. We're committed to making our work together equally successful and fun.



## David Lecours

Principal

As a strategist, designer, writer and speaker, David is on a mission to help A/E/C firms attract great clients and talent.

David graduated from the University of Southern California thinking he would become an architect. But, he discovered a passion for marketing while working for Paramount Pictures and Reebok. David attended UCLA to study—and eventually teach—graphic design. David achieved his Certified Professional Services Marketer (CPSM) designation from SMPS and was named “Marketer of the Year” by SMPS San Diego.

David is a two-time TEDx presenter and former co-host of the PSM show podcast. David and his wife have a young son and also loves pickleball, succulents and skateboarding in his hometown of Encinitas, California.



## Petra Ives

Design Director

Shortly after finishing Design School in Munich in 2000, love transplanted Petra from her orderly and rainy home of Germany to laid-back, easy-living San Diego. She embraced Southern California wholeheartedly and picked up hiking, surfing, and the taste for sushi. She went back to school to expand her design education and polish her English skills starting at San Diego City College and finishing at San Diego State University. Petra joined AIGA to network, lead events, and extend her creative family.

Now, fully rooted, Petra splits her time between branding and design strategy, teaching design at the City College, traveling, and spending time with her husband and two kids.



## Mike Plotnick

Writer & PR Lead

In second grade, Mike’s winning Father of the Year nomination for his dad placed him on a clear path toward his future career in writing and public relations. These days, he specializes in helping A/E/C firms identify, build, and share their stories.

Prior to launching his consulting practice in 2012, Mike spent 10 years at HOK, where he directed internal and external communications strategies to publicize the global architecture firm’s projects and people worldwide. His background also includes communications roles at Mastercard, two PR firms, and an advertising agency.

When Mike’s not crafting compelling narratives for his clients, he’s probably at the gym, walking his two rescue dogs, or cheering on his hometown St. Louis Cardinals.



## Emily Castillo

Senior Designer

Emily’s love for art and design has been a defining aspect of her life since an early age. Her exceptional creative projects have been recognized with numerous accolades in various art competitions throughout her school years. Her unwavering dedication and tireless efforts have paid off, as she gained invaluable experience in Design & Marketing over the course of her seven-year career in Texas. Driven by her ambition to make her dreams a reality, she earned a BFA in Communication Design from Texas State University with honors in 2015.

Currently based in Santa Fe, her passion for design and creativity continues to flourish, and she draws inspiration from activities such as longboarding, gaming, and different art forms during her late-night hours.

## Architecture

Aquatic Design Group  
 BSB Design  
 Chris Barrett Design  
 Evens Architects  
 Hoerr Schaudt  
 Ike Kligerman Barkley  
 International Parking Design  
 Island Architects  
 Kligerman Architecture & Design  
 Johnson Wen Mulder Architects  
 KAA Design Group  
 Kelly & Stone Architects  
 Kirkpatrick Architects  
 KTUA  
 Marc Appleton & Associates  
 Miller Design  
 Schmidt Design Group  
 Sillman Wright Architects  
 Toll Hammerschmitt Design  
 Tucker Sadler Architects  
 Vasquez Marshall Architects

## Engineering

Ascent Environmental  
 Akela Engineering  
 Brummitt Energy / Støk  
 BSE Engineering  
 Dibble  
 ESA  
 Geocon  
 Geotek  
 LSA  
 MA Engineers  
 Michael Wall Engineering  
 Murraysmith  
 Nasland Engineering  
 Psomas  
 R&M Consultants  
 Randall Lamb  
 Rick Engineering  
 Salas O'Brien  
 TK1SC  
 Vertex

## Construction

The Ambrose Hotel  
 Anderson Woodworks  
 Bay Shades  
 Bergelectric  
 Convergent  
 Drew George & Partners  
 Everyday Energy  
 Grunow Construction  
 Lang Contracting  
 SC Builders  
 T.B. Penick & Sons  
 Schnetz Landscape  
 Shawn Nelson Builders  
 W.E. O'Neil  
 Wermers General Contractors

## References

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Thank you for considering LecoursDesign as your marketing partner.  
We're excited to work together.

