

MPA goes all out

A 20-year anniversary, a new partner, new office, and new name presented a golden opportunity for this 43-person architecture and interior design firm to redefine its image.

The birth of a child or the release of a book, for example, are life-changing events that don't go unnoticed, with neighbors offering best wishes to the new parents or lines forming at the local bookstore to meet the author.

Margulies Perruzzi Architects (MPA) (Boston, MA), a 43-person architecture and interior design firm that serves the corporate, health care, real estate development, professional services, and research and development markets, celebrated such a momentous occasion in September with its 20th anniversary, the addition of a new partner, and a move to a new office.

Along the way, the firm also revamped its image, changing its name from Margulies & Associates to Margulies Perruzzi Architects to reflect its new partner Daniel Perruzzi, and launched a new corporate identity that included a new logo.

"It was a good opportunity to do the whole rebranding. We just sat back and looked at everything objectively. We thought it would have a bigger impact that way," says Graphic Designer Barbara



Here's the mailer MPA sent to its clients and friends announcing the firm's new name and the addition of Daniel Perruzzi as a partner.

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Hicks, who led the corporate identity effort with Marketing Coordinator Nicole Moro, and former Marketing Director Heather Ukstins.

Thoughtful logo

With a new name came the obligation to develop a new logo. Several factors were taken into consideration with the design, Hicks says. She describes an extensive process where MPA surveyed clients about what they thought of the firm, looked at budgets, examined the competition, and analyzed design trends, among other things.

"We have been in business for 20 years, so we wanted to look stable," Hicks says. They also wanted the logo to look contemporary and graphically depict 20 committee-defined adjectives that could describe the firm, such as creative, responsive, enthusiastic, and quality.

The outcome

After three rounds of redesign, Hicks created a new logo that uses a box in dark blue tilted 20 degrees to the left (in honor of the firm's 20th anniversary) with the sigil MPA inside—"MP" in white and "A" in light blue. The firm's full name stretches to the right in the same dark blue/light blue color scheme.

The firm's collateral, including business cards, envelopes, letterhead, etc., was redesigned, as well as the firm's web site (www.mp-architects.com). The official release occurred on Sept. 8, 2008, during the firm's anniversary party and at its new office located on the fourth floor of the newly renovated Boston Children's Museum building at 308 Congress St. in

Boston, Massachusetts. An extensive public relations campaign preceded the event.

Getting it out

Hicks created a mailer sent to 3,887 clients, friends, and others to inform them about MPA's new identity that includes an envelope with the cutout of the new logo box. While the address on the envelope still has the firm's old name, the tilted "window" offers a glimpse of the new name.

Inside, a four-page mailer briefly describes the successes of the past 20 years and introduces Perruzzi, who has been with the firm for 14 years, as a new partner. Page 3 of the mailer includes a photo of the entire staff, and page 4 includes information about the move to the new environmentally friendly office.

The entire cost of the rebranding campaign was \$44,303, slightly below the budget of \$45,000. A simpler redesign of the firm's web site led to the savings, Hicks says.

The rebranding campaign has received a huge amount of positive feedback and widespread coverage in regional and national media, including *Boston/SF, Banker & Tradesman, New England Real Estate Journal, High-Profile Monthly, New England Construction*, and on National Public Radio (NPR).

The firm has also heard about its revamped sponsorship spot on NPR, featuring Perruzzi, receiving feedback from current and potential clients that they have heard his voice and the firm's name on the radio. ■

DETAILS



FIRM SIZE: 43

MARKETING TACTIC: Using the celebration of Margulies Perruzzi Architects' 20th anniversary, the addition of a new partner, and a new office to relaunch the firm's brand.

DISTRIBUTION: Sent to the firm's entire mailing list of 3,887 clients, friends, and others before the September 2008 party.

COSTS: The entire cost of the rebranding campaign was \$44,303, slightly below the budget of \$45,000.

RESULTS: MPA's rebranding effort has received widespread coverage in local and national media, including *Boston/SF, Banker & Tradesman, New England Real Estate Journal, High-Profile Monthly, New England Construction*, and on National Public Radio.

Clients have also reported hearing new partner Daniel Perruzzi's voice on a reworked National Public Radio (NPR) sponsorship spot.

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