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Collateral and Trade Show Materials

L.F. Jennings: Branding that Builds Business

Background

During the past 50 years, L.F. Jennings has grown to become one of the Mid-Atlantic's premier general contractors. The family-owned company, which began in educational construction, experienced tremendous growth during the 1990s as it expanded its market to include high-quality retail, office parks, industrial buildings, and multi-family complexes. Today, L.F. Jennings is a \$200 million company with approximately 450 employees.

When L.F. Jennings wanted to market its growing portfolio of construction expertise and attract new professionals to its staff, the company called on JDG. We have continued our relationship for nearly ten years.

JDG's Solution

We began with the cornerstone of branding, the company's corporate capabilities brochure. Our design featured custom photography, images that simulate high-quality stone, and well-crafted messages to reach the company's target. The result? A platform that showcased our client's projects and conveyed its reputation as an award-winning contractor. This format also gave L.F. Jennings a modular system that is customizable for marketing to specific vertical markets.

As one of the top five general contractors in Virginia, the company needed a marketing tool to attract employment prospects that is worthy of its name. The brochure we developed, which includes interviews with clients and employees, has been used with great success on university campuses and at job fairs throughout the country.

To keep L.F. Jennings at the top of its clients' minds, JDG developed an 18-month calendar which the company could distribute as a gift. As a business development tool, the calendar is a great vehicle for building long-term brand recognition. The theme, "Quality Starts Here," is a common thread throughout quotes from delighted clients. The graphic treatment and gorgeous photography showcase their wide-ranging capabilities.

Trade show exhibits are another important component to extend the L.F. Jennings brand. To gain exposure with potential clients, and refresh relationships with existing ones, the company showcases its work at major industry events. JDG's solution was a modular booth, with removable graphic panels, featuring photographs of the company's work that can be updated or changed as needed.

"I really enjoy working with the staff at JDG. They understand our business and always deliver what we're looking for. Their team is responsive, flexible, and very professional."

Marketing Assistant
L.F. Jennings

