

Integrated Marketing Campaign

R.W. Murray Co.:
Building on a
Tradition of
Quality

Background

R.W. Murray Co., a privately held general contractor, has been a mainstay in the Northern Virginia construction business for almost 50 years. Among other qualifications, the firm's services encompass the design and construction of commercial, industrial, educational and retail facilities, as well as interior renovations.

R.W. Murray Co.'s marketing materials were developed more than a decade ago and therefore didn't showcase the firm's recent work. Specifically, the project photos were dated, especially considering the impressive building portfolio R.W. Murray Co. had assembled in the decade since the last material was produced.

JDG's Solution

JDG was tasked with a multifaceted overhaul of R.W. Murray Co.'s marketing material. The three-tiered project called for a redesign of the firm's website, tradeshow materials and corporate marketing brochure. While the job contained three distinctly separate elements, overarching continuity and consistency was a key driver of the creative processes.

R.W. Murray Co.'s work is stamped with a distinctive look that features clean lines, elegance, and modern design. Whether conveyed through an overwhelming characteristic like the reflective glass of an office building's façade or a subtly feature such as a brick archway or a curved reception desk, the firm's trademark can be found in its attention to detail. JDG wanted to emanate this same contemporary quality in the marketing material. From the very onset our methodology drew inspiration from and echoed the modern and clean style of the firm's latest achievements.

Starting with the website, JDG established a consistent color palette and typographic approach that would resonate throughout the project. The redesign utilized images of up-to-date projects and established a solid foundation with an easy-to-use site architecture. The navigation enables users to browse projects by sector, building type, and location. The site's format also breaks the company into three sections: Services, Project Experience, and Subcontractor

Relations. Much like the work of R.W. Murray Co., the website's layout is uncluttered and crisp.

JDG carried the same approach into the design of the corporate brochure with a sharp and modern layout. Again, our team let R.W. Murray Co.'s work speak for itself by featuring photos of prominent buildings that displayed a range of construction capabilities.

The tradeshow booth was designed with three external audiences in mind: prospective employees (for use at career fairs), clients and subcontractors (for use at tradeshows). The design of the booth graphics reinforced the look and feel established in the website and corporate brochure. The consistent visual elements increased recognition of the company's brand. This approach spoke to both target audiences while giving the firm's building resume proper billing and attention.

The three components of the project function as effective standalone marketing pieces. The website, brochure, and tradeshow booth also operate in unison to serve all of the firm's integrated marketing needs with consistency and professionalism that accurately depicted R.W. Murray Co. and its commitment to quality work.

Contact Information

Len Johnson
703.207.0933 x101
ljohnson@jdgcommunications.com

