



A DIGITAL INK CASE STUDY

Brand Launch Boosts New Business





The Client

Charlton Consulting Group (CCG), founded in 1993, partners with human resources professionals in enterprises across a wide variety of industries in both North America and Europe. The firm provides services and solutions that help employers more efficiently manage employee benefits and compensation.

One of CCG's signature offerings is total compensation statements: personalized communications that organizations provide to employees to help them better understand the investment being made in them. These communications detail the true value of each individual worker's total rewards, covering everything from base salary and incentives to paid time-off, retirement benefits, insurance contributions, transportation subsidies, and many other benefits.

Project Highlights

- A bold new brand, including a website and marketing collateral, showcases and simplifies a signature human resources product
- Reenergized marketing efforts win two major clients
- Website visitors increased by 45%
- Brand launch builds the prospective client pipeline, with online requests for information spiking by more than one-third in the past year
- New website improves digital marketing return on investment

The Challenge

Leaders at Charlton Consulting Group were looking to jump start new business growth. CCG wanted to bolster its pipeline of prospective clients and maximize the effectiveness of digital marketing efforts. The firm had been advertising online through Google with little return on investment and wanted to increase visibility among a larger pool of potential clients.

One obstacle was that CCG's diverse human resources offerings could be confusing to potential clients. The firm wanted to streamline marketing efforts to highlight its popular niche product: customized total compensation statements that illuminate for individual employees the overall value of compensation and benefits beyond their paychecks. These detailed communications, explaining workplace rewards to employees, aid in recruitment, and increase staff retention and satisfaction. As a result, the firm needed to reimagine, clarify, and strengthen outreach materials featuring total compensation statements to garner new business.



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The Solution

Digital Ink helped CCG conceptualize, create, and launch a unique brand division showcasing these total reward statements – **RewardsFocus**. This new, simplified brand enabled CCG to more powerfully educate clients about a key human resources offering.

“The new website and collateral that we have from Digital Ink really helps us project our total rewards communications that much more cleanly and confidently.”

DAVID JANUS
MANAGING PRINCIPAL, REWARDSFOCUS



Oswald
Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z



Open Sans
Regular

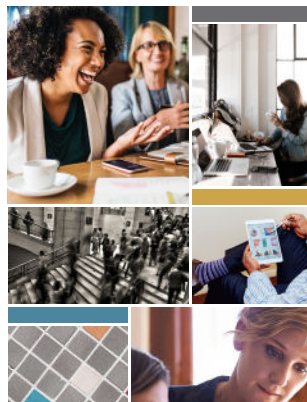
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z



Mood Board

Creative
Organized
Engaged
Personal
Trust

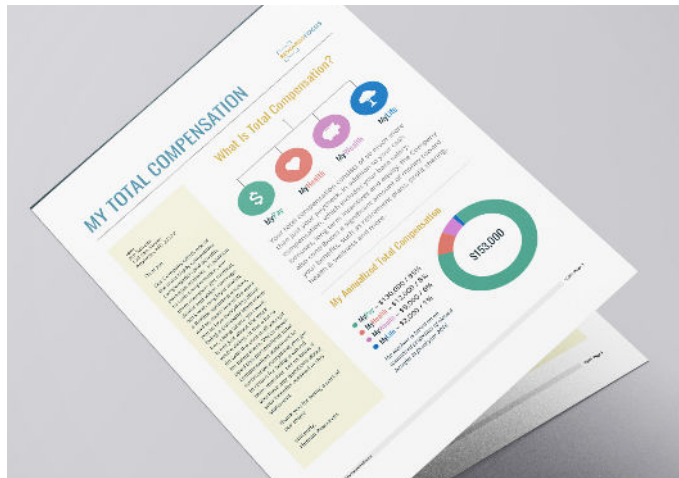
The RewardsFocus brand is sophisticated, while still being open and approachable. In web and print, it should establish a personal connection with clients and engendering an open sense of trust and stability. Imagery should depict diverse, happy clients as well as higher order organizational structures. The imagery shouldn't be dark, overly corporate or too bright or playful.



RewardsFocus Brand Guidelines 2

RewardsFocus Branding Creative Suite

- Mood board creation
- Creative session and branding brainstorm
- Branding package compilation: fonts, colors, images, style guide
- Logo design
- Graphic design of sample total compensation statements
- Website design and development
- Website management



CCG and Digital Ink worked together in a highly collaborative process in Summer 2018 to brainstorm and design the new brand, which needed to convey polish and sophistication to business clients, with arresting visuals that stood apart from competitors. Through this collaboration, Digital Ink transformed CCG's business goals into a logo, comprehensive style guide, marketing collateral, and the design, development and maintenance of RewardsFocus.com. Digital Ink's graphic design and web experts offered an array of practical options for the website that would ensure modern visual appeal coupled with functionality and easy maintenance long into the future.

Skillful project management by Digital Ink moved the multifaceted project forward efficiently, and the new site rolled out in September 2018. But Digital Ink's support did not end there. Digital Ink provides ongoing website management, responds to client updates, and integrates RewardsFocus' web presence with ongoing online advertising campaigns.

REWARDSFOCUS

SOLUTIONS PROCESS BLOG ABOUT GET STARTED

RewardsFocus helps employers across a range of industries tell their unique total rewards stories.

Tell Your Story

Most employees can't properly articulate the value of their compensation. RewardsFocus makes it easy for them to do so, by allowing employees to tell their story in their own words.

Printed Statements

Our team works to understand your goals and requirements and designs a total compensation statement that meets your unique needs.

Whether you're looking to keep a total compensation statement or want to provide employees with more in-depth information, we will design and deliver a total compensation statement that gives your employees a more comprehensive understanding of their total rewards.

Total Rewards Online

If you're looking to provide employees with 24/7 instant access to total rewards information we have you covered with Total Rewards Online.

Standard Edition

Provides employees with an easy-to-understand online overview of their total compensation together with a full statement that can be viewed and downloaded.

Premium Edition

A full featured total rewards portal. Premium Edition gives your employees a single point of entry to learn about the value of their compensation and benefits as well as to obtain details on coverage, links to benefits providers and much more.

76% of employees who received their total compensation statement were satisfied with the results.

61% of employees who received their total compensation statement were satisfied with the results.

53% of employees who received their total compensation statement were satisfied with the results.

We partner with forward thinking employers who understand the need to maximize the return on their investment in compensation and benefits.

What story is your business telling?

Let RewardsFocus tell your employees the real story of your investment in them.

REWARDSFOCUS

SOLUTIONS PROCESS BLOG ABOUT GET STARTED

The Results

After RewardsFocus.com launched, CCG began seeing the impact of the brand's fresh, compelling identity immediately. Website visitors have increased 45% compared to the same period last year. Two new manufacturing clients signed on to receive total compensation statements for their employees. These new clients are large, one with 3,000 employees and the other with 4,000 employees, meeting CCG's goal of increasing the average size of new clients.

With the simplified, memorable brand reaching more and bigger businesses more effectively, the roster of potential clients interested in RewardsFocus' benefit products has expanded. CCG has fielded 35% more inquiries from prospective clients seeking information and proposals. And the performance of Google advertising has improved, with more substantive customer responses received per online dollars spent.

+ 45%

INCREASE IN SITE VISITS

+ 35%

LEAD INCREASE

"Digital Ink marries a good business sense with very strong design talents, which is what any business is looking for."

DAVID JANUS

MANAGING PRINCIPAL, REWARDSFOCUS

Learn More

Digital Ink is a graphic and web design and development firm dedicated to helping businesses and brands look their best online and in print. Creative, flexible, and responsive, Digital Ink is ready to collaborate.

To learn more about customized design or development support, contact Digital Ink today:

contact@dgtnk.com