Adams**G**abbert[™]



AdamsGabbert, LLC

Situation

For nearly 20 years, AdamsGabbert (AG) has been serving businesses in the Kansas City community with staffing + recruiting, technology services and consulting—all designed to make business better for their clients.

The company existed without a dedicated internal marketing resource or external marketing investment. However, AG was reaching a growth milestone and becoming a more established company with higher revenues. Between 2012 and 2017, the company witnessed a more than 300 percent increase in revenue and 1,400 percent increase in profits. During that time, AG recognized the need to build a marketing strategy and to enlist a team to help them execute that strategy.

Through a mutual relationship, CEO and Owner Denise Kruse learned about the new Crux marketing model, and AG signed as one of Crux's first clients in 2016.

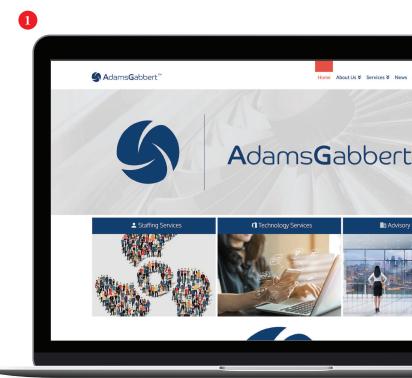
Strategy

Crux immediately conducted an extensive research audit to establish AG's messaging. While there was confusion among AG employees regarding how to define the business, AG's clients helped to define the value the company provides, which became an integral part of the new messaging.

In addition to a new brand narrative, Crux refreshed the look and design of AG's logo mark and designed new, consistent marketing collateral and templates. Crux then oversaw the redesign of the company's website, established the "Making business better" tagline, and redesigned the look and feel of the company stationary and business systems, including uniform business cards. Crux chose AG's poppy red as an accent color to help differentiate the company and selected a trusted printer that could consistently match the dominant AG blue.

"Crux has done a great job of understanding our culture. We love knowing we can rely on Crux as our marketing expert, and the results we're seeing are a testament to their quality of work."

Stacy Rose, Chief Operating Officer for AdamsGabbert, LLC





case study.





Results

AG continues to be one of Crux's most valued clients, and the company has continued to see strong results, including two growth feature stories in the *Kansas City Business Journal* in an 18-month period. The company also touts a growing list of accolades, including being named a *Business Journal* Fast 50 company, breaking the top 20 of the city's biggest Women-Owned Businesses, earning the Community Stewardship Award from *KC Business Magazine*, gracing Ingram's Corporate Report 100 List six years in a row, receiving the KC Chamber's Healthy KC Silver Certification, and being named a Top 10 KC Chamber Small Business for two consecutive years.

Kruse and Chief Operating Officer Stacy Rose said they liked Crux's retainer-based marketing service and value, noting that they never felt "nickeled and dimed" by the Crux model. Rose said the company did not realize how far behind they actually were in marketing and PR until Crux entered the equation.

"Crux has done a great job of understanding our culture," Rose said. "We love knowing we can rely on Crux as our marketing expert, and the results we're seeing are a testament to their quality of work."

we get to the **crux** of the matter.

