

**MARKETING OBJECTIVE:** In 2024, Richard executed a complete company rebrand and comprehensive content strategy in under 90 days to align with the company's 10-year anniversary on October 23, 2024. This transformation repositioned the company from a veteran-owned small business focused primarily on federal work to a purpose-driven leader expanding into private sector opportunities. The campaign had five strategic goals:

1. **Reposition:** Transform from "Richard Group" to "Richard" and establish "Purpose Builders" positioning
2. **Humanize Construction:** Democratize the industry by making construction accessible and relatable
3. **Content Strategy Excellence:** Develop comprehensive digital approach across website, social media, email newsletter, and blog centered on three core pillars - People, Purpose, and Projects
4. **Market Expansion:** Support business growth into healthcare, multi-family, and light industrial private markets
5. **Cultural Integration:** Honor veteran heritage while attracting top talent through authentic storytelling

**Target Audience:** Existing federal clients, prospective private sector healthcare and multi-family developers, current employees (180+ staff), and potential new hires. **Measurement:** Website analytics, social media engagement, lead generation, employee adoption metrics, and strategic partnership performance.

## RESEARCH, PLANNING, AND IMPLEMENTATION

**Strategic Foundation:** Richard's rapid growth as Illinois' fastest-growing AEC firm necessitated comprehensive brand strategy supporting expansion while honoring veteran heritage. Research included employee surveys, client testimonials, and competitive analysis of Chicago's construction market studying industry leaders like Walsh, Turner, Kiewit, Clayco, and local firms including Skender, McShane, and Leopardo.

**Brand DNA Development:** Working with brand strategist Alina Diaz of One Collective, Richard developed comprehensive brand foundation:

- **Mission:** Build dynamic and efficient spaces where people work smarter, heal faster, and live happier
- **Values:** GREAT values - Gratitude, Resilience, Excellence, Adventure, Transparency
- **Brand Purpose:** Build efficient and dynamic spaces advancing community, well-being, and sustainability
- **Brand Promise:** Build with Purpose. Live with Passion.

**Content Strategy Innovation:** Comprehensive industry audit revealed significant white space - very few construction firms utilized video content in 2024. This led to Richard's three-pillar content strategy: **People,**

**Purpose, and Projects** - designed to showcase how current work translates into future opportunities while maintaining authentic mission-driven approach honoring CEO Jed Richard's veteran heritage and mission to improve VA hospitals after seeing the necessity, but also the gaps of these systems when his grandfathers and army colleagues were cared for in them.

**90-Day Implementation:** Accelerated timeline included visual identity by Less + More Design Team, brand strategy by Alina Diaz, website development by Corina Moore, and video production by Loc Nyugen and Thomas Wrench. Critical cultural integration involved modernizing the company's bison



spirit animal representing "running into storms rather than away from them" - central to "join the herd" recruitment messaging.

**Leadership Advisory:** John Shea joined Richard's board bringing CMO-level experience from Jimmy John's and Gatorade, providing strategic guidance ensuring alignment between brand identity and business growth objectives.

## RESULTS

### Digital Performance Excellence:

- **Total new audience reach:** 1M+ through humanized content approach + advertising
- **Website traffic:** Doubled in 3 months, 55% increase year-over-year 2025, careers page became second most visited (Approx. 2500 to 4000+ Monthly traffic)
- **Social media transformation:** 421% increase in impressions, 21% audience growth, 7,000% increase in video views, 80% boost in engagement
- **Email newsletter:** Successfully launched bi-monthly newsletter with 40% open rate to nearly 2,000 subscribers

### Business Development Success:

- **\$2.3B Private Pipeline:** Approximately \$2.3 billion of private projects in preconstruction pipeline spanning seven states; \$1.3 billion single-sourced to Richard
- **\$20M+ in qualified business leads** generated through organic content strategy without paid campaigns with **\$2M opportunity** advanced to proposal stage for Pembina Gas and Pipeline
- **70+ pieces of collateral and proposals** produced in under 4 months with enhanced design & storytelling

### Strategic Partnership ROI:

- **Chicago Blackhawks** (\$150K investment): 2.1M+ impressions, Shorty Award nomination, 500+ new email subscribers via QR code campaign, meetings with United Center and 1901 decision makers
- **San Diego State University/JMI Sports** (\$50K investment): Extended reach to university decision makers including SDSU, Notre Dame, University of Utah via branding, radio ads, exclusive access

**Talent Attraction:** 670+ direct applicants and 7 hires in Q2 driven by "join the herd" messaging; nearly 100% adoption of new branded employee gear and company store.

**Community Impact:** Purpose Builder program is tracking \$400K in donations, \$200K in volunteer time (300+ hours in April alone) across strategic partnerships with Habitat for Humanity, Lurie Children's Hospital and Illinois Green Alliance.

### Industry Recognition:

- #1 fastest growing AEC firm in Illinois, #16 fastest-growing company in Chicago (Crain's Fast 50 2025)
- Inc. Midwest Regionals: #34 fastest growing healthcare contractor, #1 in Illinois construction
- Building Design + Construction Top Contractors Giants 400: #3 Illinois healthcare construction, #40 US healthcare contractors
- CEO Jed Richard received Ernst & Young Entrepreneur of the Year® Midwest Award

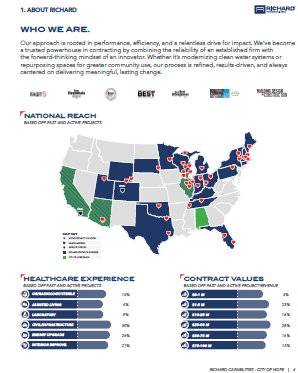
### BUDGET / ACTUAL COST

- **\$500,000 ANTICIPATED BUDGET/ \$350,000 ACTUAL COST**

The rebrand was executed efficiently under budget with strategic partnership investments (\$200K total) and \$150k total for content/video development, website, SEO, branding, strategy and execution generating measurable ROI through lead generation, brand awareness, and market access far exceeding investment costs. The 90-day execution timeline demonstrated exceptional marketing agility - complete website overhaul under \$10k as an example.

### OUTSIDE CONSULTANTS

- Alina Diaz, One Collective - Brand strategy, DNA development, guidelines
- Less + More Design Team - Logo development, visual identity
- Corina Moore - Website design, SEO and development
- The Coveted Copy Studio, Gabby Dionisio - Website copywriter
- Thomas Wrench - Video editing and production/Loc Nguyen - Video shooting, executive headshots, launch video editing



**EXHIBITS/EXAMPLES:** Links provided below; additional documentation available upon request.

**BRAND LAUNCH:**

- [Brand Launch Press Release](#)
- [Launch Video](#)

**PURPOSE BUILDER LAUNCH**

- [Purpose Builder Program Launch](#)
- [Well-Being Pillar Launch](#)

**NEWSLETTER:**

- **Bi-Monthly E- Newsletter:** [November '24 Launch](#) | [January](#) | [March](#) | [May/June](#)

**CONTENT PILLARS:**

**PROJECTS**

- [Tampa Proton Therapy](#) | [Community Living Center](#) | [Veteran Green Homes](#) | [Helicopter Airlift:](#)

**PURPOSE**

- [Lurie Children's Hospital](#) | [Bring Your Kids to Work Day](#) | [What is a Purpose Builder?](#)

**PEOPLE**

- [Day in the Life- Estimator](#): This post drove 84 applications!
- [Project Engineer Tips](#): Example of our human-first approach to construction
- **Behind the Hard Hat:** [John](#) | [Laurie](#) | [Kaylee](#)

**AWARDS**

- [Inc. Midwest Recognition:](#)
- [Crain's Fast 50](#)
- [BD+C Giants 400](#)
- [Inc. Best Places to Work](#)
- [EY Award](#)

**ADS**

- [Crain's Ads and Article](#)
- [Crain's Chicago Business Article \(Sponsored Content - Digital + Print\)](#)
- [Crain's Daily Gist Podcast Ad \(@ :40s mark\)](#)
- **LinkedIn + Paid Search Campaign Video Ads:** [Healthcare Developer](#) | [Jed's Story- Healthcare Mission](#)

**PARTNERSHIPS/EVENTS**

- [JMI Sports Partnership](#) | [Drip Drop + Construction Safety Hydration Release](#) | [SAME Tradeshow](#) | [DBIA Tradeshow](#) | [Blackhawks Instagram Collaboration](#) | [Blackhawks Military Appreciation Night Tribute](#)

**SOCIAL**

- [Q1 Social Media Report](#) | [2025 Q2 Social Media Report](#) | [Jed's Social Stats - 2025](#)

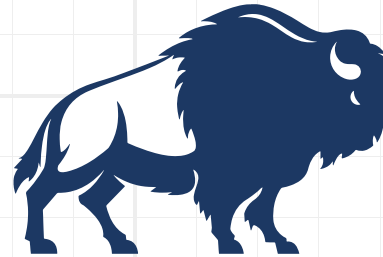


# MARKETING OBJECTIVE.

In 2024, Richard executed a complete company rebrand and comprehensive content strategy in under 90 days to align with the company's 10-year anniversary on October 23, 2024. This transformation repositioned the company from a veteran-owned small business focused primarily on federal work to a purpose-driven leader expanding into private sector opportunities. The campaign had five strategic goals:

1. Reposition: Transform from "Richard Group" to "Richard" and establish the company as "purpose builders" in the construction industry.
2. Humanize Construction: Democratize the industry by making construction accessible and relatable, helping people feel part of something bigger than themselves.
3. Content Strategy Excellence: Develop a comprehensive digital approach across website, social media, email newsletter, and blog centered on three core pillars - People, Purpose, and Projects.
4. Market Expansion: Support business growth from federal-focused work into healthcare, multi-family, and light industrial private markets through storytelling that showcases capabilities.
5. Cultural Integration: Honor veteran heritage while attracting top talent and high-value clients through authentic storytelling about who Richard is today and where the company is headed.

## BEFORE

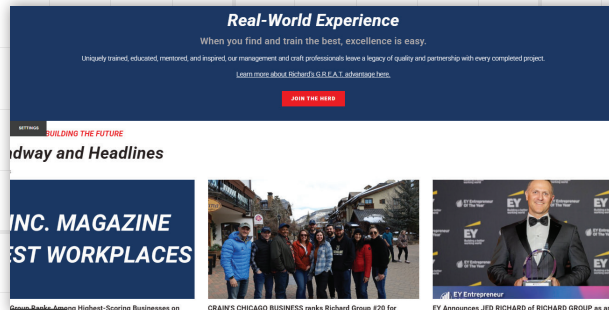
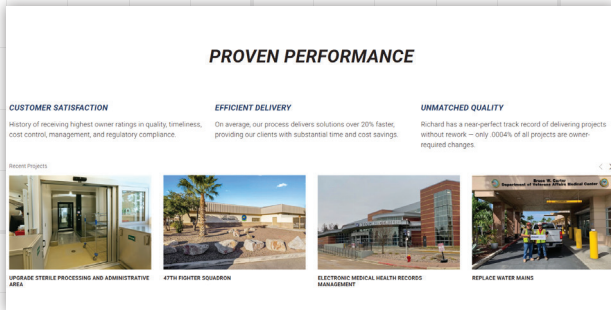
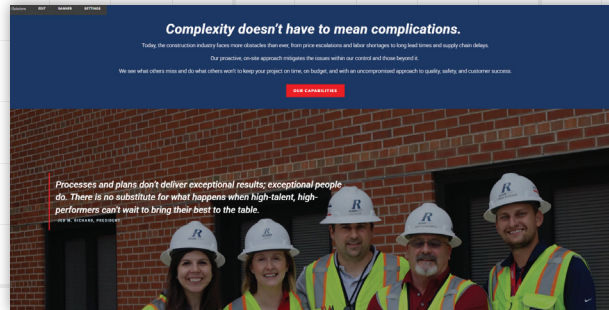
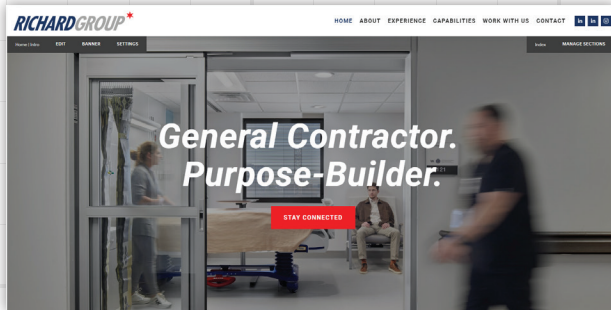


LOGO & ICON

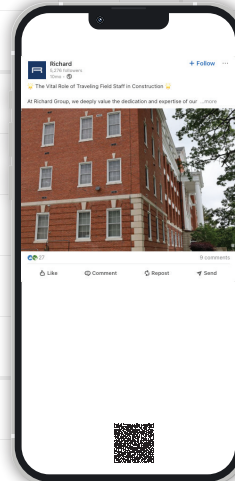
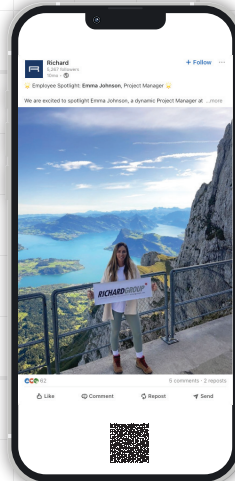


BRANDED DOCUMENTS & BROCHURES





## WEBSITE & EXPERIENCE PAGES



## SOCIAL MEDIA CONTENT - LINKEDIN



## THE RESEARCH.

**MISSION:** We're on a mission to build the most dynamic and efficient spaces where people can work smarter, heal faster, and live happier. By harnessing the power of technology, we amplify human potential while nurturing a people-first culture.

**VALUES:** GREAT values exemplify the company's core values:

- Gratitude
- Resilience
- Excellence
- Adventure
- Transparency

**BRAND PURPOSE:** We build efficient and dynamic spaces to advance community, well-being, and sustainability.

**BRAND PROMISE:** Build with Purpose. Live with Passion.

This positioning was based on Richard's proven expertise as the 3rd largest builder of veteran hospitals, projects with the Department of Defense, one of the largest repairers of legionella, and sustainable-led government construction projects.

The research revealed an opportunity to leverage this mission-driven approach to differentiate in private markets

# THE PLANNING.

## CONTENT STRATEGY & INDUSTRY INNOVATION:

Once the new branding was established, the team developed a comprehensive digital and content strategy across website, social media, email newsletter launch, and blog. An intensive content audit across the construction industry and internal capabilities revealed significant white space: very few construction firms were utilizing content, especially through social channels and video content was a rarity amongst industry veterans in 2024, and those that were focused primarily on projects and technical capabilities rather than authentic human connection.

Through this research, Richard identified the opportunity to capture the heart of who the company is today while showcasing where it wants to go without losing sight of its veteran heritage and people. The approach centered on humanizing construction and authentic storytelling that honored CEO Jed Richard's mission to improve VA hospitals for the men and women he served with, while creating a culture where staff could thrive and find adventures in the construction business.

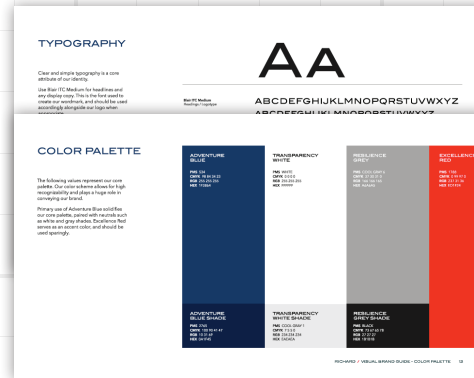
This insight led to Richard's three-pillar content strategy: People, Purpose, and Projects - designed to showcase how current work translates into future opportunities while maintaining the authentic mission that drives the company's purpose-driven approach.

# DURING





LOGO & ICON



BRAND IDENTITY



BRAND GUIDELINES

## THE IMPLEMENTATION.

### DIGITAL CONTENT STRATEGY

**IMPLEMENTATION:** With the brand foundation established, the team developed a comprehensive digital content approach across four key channels:

- Website: Complete redesign to showcase stories around people, purpose, and work
- Social Media: Humanized content strategy featuring employee stories and project impact, as well as purpose
- Email Newsletter: New launch focused on community building and industry insights
- Blog: Thought leadership content highlighting the human side of construction and expertise across disciplines and markets

### MULTI-CHANNEL EXECUTION:

The 90-day implementation included visual identity development by Less + More Design Team, brand strategy by Alina Diaz of One Collective, and website development by Corina Moore. A critical cultural element was modernizing the company's bison spirit animal - representing grit, determination, and running into storms rather than away from them - which became central to internal adoption and the "join the herd" recruitment messaging.



BRANDED DOCUMENTS & BROCHURES



# THE RESULTS.

**CONTENT STRATEGY SUCCESS:** The three-pillar approach to humanizing construction delivered exceptional results across all digital channels, proving that authentic storytelling resonates in the construction industry:

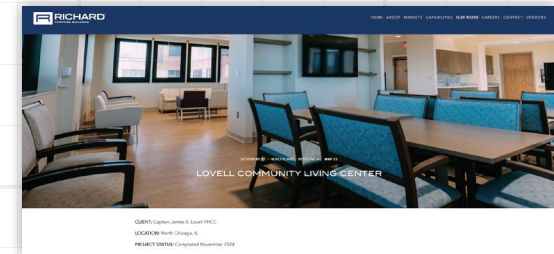
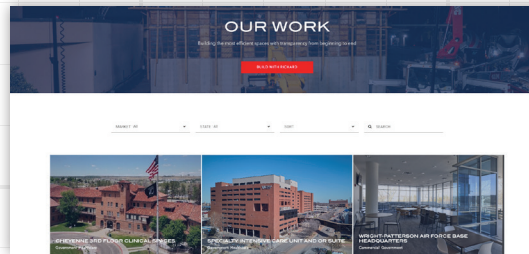
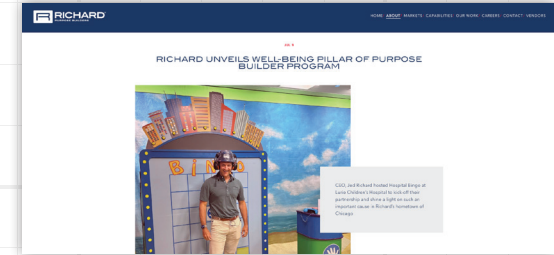
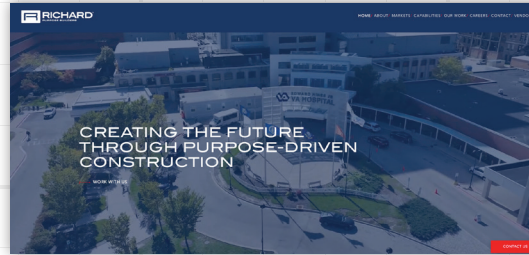
**DIGITAL PERFORMANCE EXCELLENCE:**

- Total new audience reach: 1M+ through humanized content approach
- Website traffic: Doubled in 3 months, 55% increase year-over-year in 2025, with careers page becoming second most visited through people-focused content
- Social media transformation: 421% increase in impressions, 21% audience growth, 7,000% increase in video views, 80% boost in engagement through modernized video strategy that showcased both project capabilities and authentic founder mission
- Email newsletter launch: Successfully launched with community-building focus, supporting lead generation efforts (40% open rate to nearly 2k subscribers)

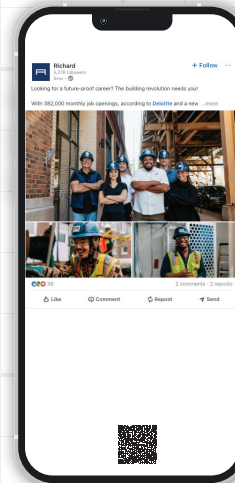
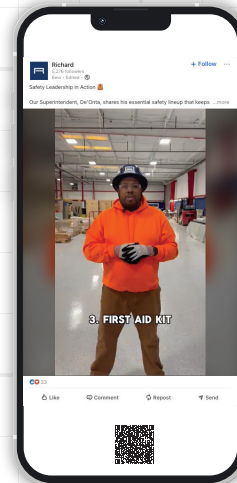
**BUSINESS DEVELOPMENT THROUGH STORYTELLING:**

- \$20M+ in qualified business leads generated through organic content strategy without paid campaigns
- \$2M opportunity advanced to proposal stage using enhanced storytelling approach
- 70+ pieces of collateral and proposals produced in under 4 months,

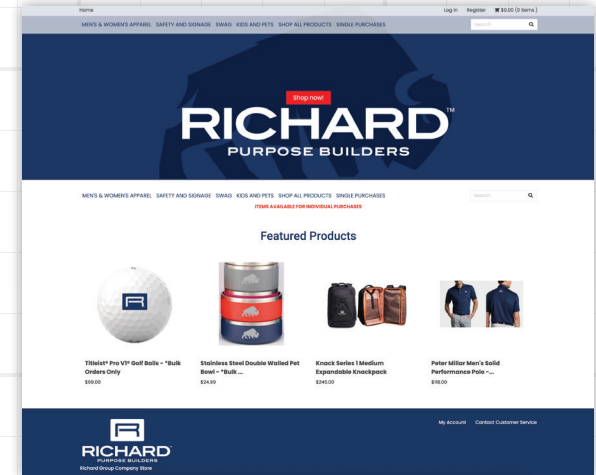
## AFTER



### WEBSITE & EXPERIENCE PAGES



### SOCIAL MEDIA CONTENT



### COMPANY STORE



SHORTY AWARDS

LINKEDIN



PRESS RELEASE

LINKEDIN



PRESS RELEASE

LINKEDIN

## STRATEGIC PARTNERSHIPS & SPONSORSHIPS



Richard  
PURPOSE BUILDERS

May/June 2025 | Issue No. 4

**A Message from Our CEO**

**What is a Purpose Builder, Really?**  
It's a question I get often—and one I love answering. A Purpose Builder is someone who brings intention to every detail. Someone who leads with clarity in a volatile world and builds with meaning beyond the blueprint.

That idea came to life in April when we launched our Purpose Builder Program, pledging 4,000 volunteer hours in 2025. We kicked it off by repairing a veteran's home in Chicagoland—just one way we're making good on our promise that every project we win means we give back.

That mindset shapes everything we do—from how we build culture to how we protect our teams. During Safety Week in May, we spotlighted our industry-leading EMR of 0.71 and our culture of accountability. Safety isn't a side initiative at Richard—it's our identity.

And others are taking notice. Crain's Chicago Business features us in its June healthcare issue, highlighting our veteran roots, our rapid growth, and our leadership in tackling the nation's \$390B medical infrastructure crisis. It's not just a spotlight—it's a signal that our work matters.

We're navigating a volatile market—tariffs, inflation, labor shortages—but I don't see obstacles. I see opportunity. With spending on the rise and reshoring accelerating, especially in healthcare and manufacturing, we're positioned to lead. While others are reacting, we've already built the systems, discipline, and precision execution required to thrive.

At Richard, we don't just construct buildings. We're building trust. We're building



ISSUE NO. 3



ISSUE NO. 4

## VIDEO CAMPAIGNS

## NEWSLETTER

incorporating people-focused narratives

- First-ever paid advertising campaign launched June 2025, delivering 1M+ impressions to healthcare developers using humanized messaging
- Delivering 1M+ impressions to healthcare decision makers and business audiences in Chicagoland using humanized messaging

### STRATEGIC PARTNERSHIP ROI:

- Chicago Blackhawks (\$150K investment): 2.1M+ impressions, Shorty Award nomination, 2,000+ new email subscribers via innovative QR code campaign, gained access to decision makers for 1901 redevelopment
- San Diego State University/JMI Sports (\$50K investment): Extended reach to university decision makers including SDSU, Notre Dame, and University of Utah through radio ads, in-game promotions, and exclusive access perks

### TALENT ATTRACTION THROUGH AUTHENTIC STORYTELLING:

- 670+ direct applicants and 7 hires since January 2025, driven by "join the herd" messaging and employee story content
- Nearly 100% adoption of new branded employee gear and swag shop, demonstrating internal culture alignment

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