



It's critical to analyze the dynamics of every acquisition and not take a cookie-cutter approach. Understand how your brand is perceived by customers of the acquired brand before taking action.

Marty Dauer

*Chief Marketing and
Communications Officer*

Increase

in awareness of Duff & Phelps in the acquired markets according to market research



Challenge

In early 2015, the company acquired two companies with distinctly different offerings and markets, requiring **two separate strategies for the brand transition process**. Internally, the client faced resistance to change from employees of acquired companies and needed to provide a strong rationale for moving to the Duff & Phelps brand.



Solution

Working with SiriusDecisions, Duff & Phelps developed **post-acquisition transition strategies** that minimized business disruption and maximized retention of acquired customers. The SiriusDecisions team provided advice on the **brand transition steps**, timelines for the two roll-outs and checklists for execution in both scenarios.



Result

Rebranding work successfully completed within projected timeline. Employees of acquired companies who were initially resistant to the change have embraced the Duff & Phelps brand. Finally, Net Promoter Scores have remained at high levels.