



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.