



CASE STUDY

Helping an established construction company develop a shared vision and brand message



AT A GLANCE

Challenges

- Lack of a marketing strategy
- No cohesive vision or brand messaging

Benefits

- Clear vision and mission statement shared by the leadership team
- Authentic brand messaging to guide client interactions



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JR Recchia
Northfield Construction Corp.

BACKGROUND

Northfield Construction is a general contractor/construction company in northern New Jersey that specializes in commercial construction and renovation. Founded in 2004 by John Recchia, Sr., the company leadership has grown to include his sons, John (JR) and Nick, and nephew Jimmy Gianetti, who joined in 2020.

CHALLENGES

The Northfield Construction brand had been built on a reputation of trust and positive word of mouth. While the firm had a good client list, they never spent money on marketing. As a result there was no strategy behind any marketing activities they'd been doing on their own. JR, who now leads the company's business development efforts, felt it was time to build on Northfield's strong foundation and in his words, "put everything we have going for us on paper."

THE PROJECT

With the next generation looking towards future growth, the principals realized that to expand their footprint and scope of services, they needed to reach more prospects, and clearly convey what they offer to commercial clients.

"My background is in corporate real estate, and I see great potential for moving towards larger commercial development and rehab projects," said JR. "We needed solid marketing that shows our capabilities in that area and our ability to compete with larger firms."

Loraine Kasprzak, managing director of Advantage Marketing, worked with the Northfield team to crystalize NFCC's mission statement and brand messaging in preparation for developing a marketing plan and new website.



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NORTHFIELD
CONSTRUCTION CORP.



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Loraine started by facilitating a mission and values workshop, during which she encouraged the leadership team to work together to develop a shared vision for the future, one that builds on the solid foundation John Recchia, Sr., created for the firm.

"We were energized by this workshop and realized that despite being from different generations, we want the same things for our company and our clients," said JR.

Next up was a highly productive branding session, during which Loraine asked the leadership team to drill down into what the company offers, how it solves client problems, and what this all means to its ideal clients.

Loraine and JR took the elements from this session to develop the company's client-focused brand messaging and a cohesive tag line: A better construction experience.

RESULTS

- The new brand messaging captures and succinctly communicates the Northfield Construction value proposition and mission.
- Messaging is being updated across sales materials and a new, contemporary website is being designed and written.
- Most importantly, the leadership team is aligned in its vision for NFCC's future. John, Sr., is confident the next generation leaders will successfully evolve from the foundation he has built.

"We now have authentic messaging that reflects who we are as a company, that we can back up with positive customer experiences," said JR, who is delighted with the outcome and work he and his team did with Advantage Marketing.

