

# What position are you campaigning for?

As the election season approaches, political candidates are refining their messages to position themselves perfectly for the fall elections.

What is your message? Who are your constituents? What's the best way to reach them? How are your organization and its products positioned? How do you look in comparison to your competition?

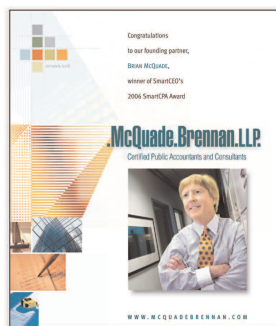
These are all questions you should ask yourself, especially if you have a big objective ahead of you like a convention, a membership drive, or re-branding.



firm brochure



targeted marketing postcards



congratulatory ad

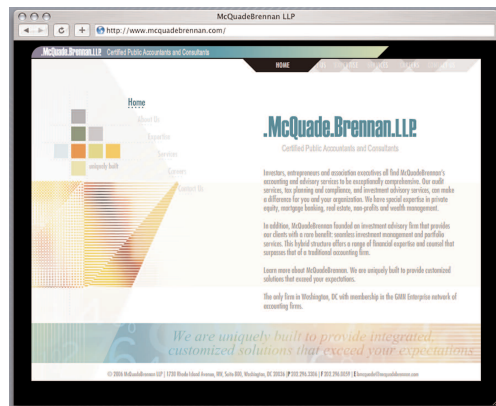
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**CHADICK+KIMBALL**  
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## REPOSITIONING McQUADEBRENNAN LLP

McQuadeBrennan, L.L.P. is an accounting and financial consulting firm C+K has worked with for over 15 years. We did some competitive research that made it clear that their website needed to be revamped. The old website positioned them as a family CPA, when in fact, the firm services private equity funds, real estate developers, mortgage banking organizations, and non-profit associations, as well as some of the best-known names in Washington. In the midst of such a major recrafting of their message, it was clearly worth the investment to apply the same look and message to the rest of McQuadeBrennan's marketing portfolio at the same time.

The new website—[www.mcquadebrennan.com](http://www.mcquadebrennan.com)—highlights areas of expertise the firm has honed over the years. Our copy and design puts an accent on the firm's **uniquely built** corporate structure, which provides clients with easy access to investment advisors. Now, all the firm's marketing pieces—website, brochure, postcards and ads—carry a consistent and clear message: **McQuadeBrennan is uniquely built to exceed expectations.**



website home page

## YOUR CAMPAIGN HEADQUARTERS

C+K offers a full range of marketing communications solutions, including logos, ads, brochures, websites, writing, research, strategy and more.

Give Heather a call at 202.452.8112 x201, or e-mail her at [heather@chadkim.com](mailto:heather@chadkim.com) for more information or an estimate ASAP.

GSA Advantage  
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