

Bringing to Life a New Brand

After working as A-Abel Family of Companies for over 30 years, Jay Moran and his family bought the outright ownership of A-Abel Exterminating and TubMasters Renovation in late 2020. In 2021, they began providing the same unmatched professional services, but through a different brand name. Now known as go2-pros, the company minimizes property-owner hassles by providing pest control and renovation services to families throughout Southwest Ohio.



Challenge

Once the Moran family bought ownership of the service lines and decided to create a new brand, they knew they needed a trusted marketing expert to guide them through the branding and new brand launch process. To be successful, they needed a new brand name and logo that were distinctive, easy to remember, and that demonstrated their expertise. They also needed a launch plan that included everything from new invoices to a new website and advertising. They already worked with a design agency, digital agency and advertising partners who could implement the plan with excellence, but needed a branding expert and “marketing quarterback” who could lead the effort.

Solution

Moran asked his advisors for names of marketing firms who could help. One advisor suggested talking to Amy Connor of CMO-OnLoan. Connor shared templates and examples of how they could help and what was needed for a successful rebranding. After meeting with Connor, Moran believed that the CMO-OnLoan team’s branding and marketing expertise, along with their collaborative style would fit well with them and their current agency partners.

Approach

The CMO-OnLoan team started by conducting a thorough discovery process to understand the current brand and markets. They reviewed messaging, analyzed prior activities and results, conducted a competitive review and interviewed stakeholders.

The CMO-OnLoan team then led the full team, including internal team members and the agencies through a collaborative process to develop a new brand name, brand architecture, naming architecture and tagline. The designers created logo options and service line treatments that the full team discussed, reviewed and finalized together.

- The Moran family needed to launch a new brand after buying the ownership of A-Abel Exterminating and TubMasters Renovation
- They needed a marketing expert that could guide them through the rebranding process and help set the team up for success
- They reached out to a trusted advisor who recommended CMO-OnLoan
- CMO-OnLoan had extensive experience, giving the team confidence that the consultants were the right choice
- CMO-OnLoan delivered a new brand and naming architecture, customer target profiles, message strategy, and led the brand launch strategy and implementation in just five months
- The new go2-pros brand officially launched in April 2021

CMO-OnLoan™

CMO-OnLoan developed ideal customer target profiles for each service line, gaining insight by conducting customer interviews. They developed the brand “why we exist” statement, promise and secret sauce and key messages that would be used across all communications.

Once the brand name, logo, tagline and messages were finalized, CMO-OnLoan developed and implemented the launch. This included developing the launch strategy and writing briefs for agencies and media companies to create assets within the message strategy. CMO-OnLoan also developed an implementation action plan to help the team keep track of everything that needed to change for the rebranding. Finally, CMO-OnLoan managed the action plan and provided guidance to ensure the deadlines were met and the brand was strong and consistent. Connor remarked, “It was a wonderful, collaborative experience where everyone provided their expertise and worked together to make the launch happen quickly. It was a real joy to be a part of!”

Results

The new brand, go2-pros, launched successfully in April, 2021, in just five months. The go2-pros team also gained increased confidence in how to make smart marketing decisions and how to spend their marketing budget. Jay Moran, President at go2-pros stated “The CMO-OnLoan team turned something scary into something we enjoyed. We could not have launched our new brand without their expertise and guidance. It really was a team effort!”

About CMO-OnLoan

With CMO-OnLoan you gain marketing experts who:

- Are trusted and valued members of your team
- Provide expertise to help grow your business
- Have an entrepreneurial and problem-solving spirit
- Provide leadership from planning through execution
- Can connect you to a network of trusted, expert resources

We're Here to Help!

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