



## PERKINS & CO

Perkins & Co. is a Portland-based Accounting firm that has been a Portland institution for years. Their original brand, created by Wieden + Kennedy in early days of the organization, captured their refreshing attitude via "Less Boring Than the Average Accounting Firm." While having achieved and maintained a high level of awareness, accolades, growth and employee commitment over 20 years, they felt their brand had become stale and was not luring the new economy coming to Portland. In addition to refreshing their image, they wanted to better align with the internal culture which is a core strength. The internal culture was a key reason for employee commitment and retention, but they were having a difficult time recruiting the highest level of new accounting employees because they appeared smaller and more local than the ideal. The company had grown in size and scope and found themselves in large international pitches against the giant accounting firms in the U.S. They wanted a new identity that would convey their fresh approach and attitude, but with an added air of sophistication.

An internal audit and brand discovery workshop captured the essence of the brand that was authentic to the culture. The partial brief on the pages that follow were given to the firm developing the corporate identity (eRoi) who created the position and logo. The tagline "Let's Get There" is a testament to their driving goal to not only provide bulletproof technical advice, but to understand their clients goals and dreams and provide the wisdom to help them achieve them. Perkins has fully embraced their new identity and has seen the recruiting results and pitch presence they desired that has resulted in some big wins.