

thinking people

C I G C A S E S T U D Y :
RTD Small Business Opportunity
Office Branding Project



COMMUNICATION
INFRASTRUCTURE
GROUP



Client Challenge

In 2005, CIG was retained to assist with branding and marketing strategies for the Regional Transportation District's (RTD) Small Business Opportunity Office (SBOO). The SBOO provides business opportunities and support to businesses certified by RTD as either a Small or Disadvantaged Business Enterprise.

With more than \$6 billion in transportation projects slated for implementation through Denver's Regional Transportation District over the next decade, the Small Business Opportunity Office needed a clear identity to communicate strong support for the thousands of small and minority-owned businesses looking for contracting opportunities. While the SBOO is technically part of the overall RTD organization, it needed a distinct brand that could communicate small business advocacy and allow stakeholders to quickly and easily identify communication materials and business opportunities.

CIG Solution

Right away, CIG recognized Timnath's rich history and exciting future. We embarked on the project by first tailoring and implementing a comprehensive community-based branding campaign. This campaign included in-depth primary and secondary research that allowed CIG to understand the community from a variety of perspectives.

Our approach involved conducting more than 30 in-person stakeholder interviews from a wide cross-section of residents, business owners, town staff and elected officials. The type of information gathered (statistically relevant, given the Town's current population) helped lay the foundation of understanding from which we were able to develop a handful of key themes, shared community values and vision for the future.

CIG successfully synthesized the information gathered and developed a meaningful Town logo that was unanimously adopted by the Town Council. Our relationship has since grown beyond initial branding and marking to include broader strategic communication planning that will serve the community as it makes its transition from a small town to a mid-size thriving community.

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Communication Results