

Chicago Trading Company

Repositioning a brand to compete for talent among sexy new competitors – Google and Amazon

Situation

The Chicago Trading Company began as a trading firm that wanted to evolve in order to thrive in the changing marketplace. To do this, they contacted Greentarget. CTC was concerned about its ability to attract top STEM talent within a tight local talent market that has become increasingly dominated by players with much more compelling propositions, like Amazon and Google. Following a brand analysis, the firm realized it lacked a clear, differentiated message that expressed its attractiveness to recruits. CTC hired Greentarget because of its commitment to recruiting motivated and determined talent for the companies it represents. CTC had two main concerns: 1. They wanted talent and to increase recruitment 2. They wanted to rebrand as a company that can compete with big names like Amazon.

Strategy

Greentarget convinced CTC to explore an incredibly difficult and uncomfortable question, particularly for a proprietary trading firm – why does the firm exist? – without mentioning the almighty dollar. Assessing CTC's values, Greentarget then set to work on rebranding the company both internally with its core language and externally with its digital presence.

Execution

Greentarget first met with CTC to establish who this brand was; namely, their mission, their values, and their purpose. Greentarget led a messaging program with key CTC executives and employees to identify and frame a compelling narrative. Primary elements of the process included:

- Analysis and discussion of competitor messaging, both current and emerging.
- Interviews with employees across the spectrum of the organization and identification of primary themes that emerged.
- Discussion and analysis of current vs. desired perceptions among prospective talent based on interviews and other secondary research.
- An articulation of "why?" based on a modified version of author Simon Sinek's "Start with Why" process.
- An establishment of a shared core language called "pillars" to demonstrate and define what CTC's mission, values, and purpose is, which constantly evolves to meet the changing needs of the competitive market.

This messaging program led to Greentarget's involvement with the CTC's website. Tasked with both updating and modernizing, Greentarget brought the site into the 21st century and continues to provide content for the website. Greentarget also collaborated with a company called Shaker to help manage it.

Greentarget took CTC's values and marketed them towards their website content highlighting the company's humility and uniqueness.

Results

- Development of a digital property that expresses a compelling CTC story that resonates with desired talent targets based on focus group testing
- A crisp articulation of CTC's why: "To solve the toughest problems our markets have to offer together and with integrity."
- A digital presence that the organization's executive team is proud to share and cite
- Unified messaging for employees that has helped penetrate historical silos and strengthen culture
- Industry copycats (perhaps the best indication that we've done something right).
- Expanding employee growth
- Trained employees in google analytics

Colin Cascio