



Hart Energy | Repositioning a Houston Publisher

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CHALLENGE

The iconic, Houston-based energy industry publisher sought to unify its brand architecture, refresh its identity and support its burgeoning productization strategy.

OBJECTIVE

The company's subscribers and the energy industry's content and advertising consumption patterns were evolving rapidly. In turn, the client partner sought to balance the need to honor its rich publishing legacy while providing a unified vision for bringing new products to market, such as events, research & consulting and digital media.

APPROACH

Pierpont orchestrated and led a strategic branding think tank with 30 internal stakeholders—including every member of the senior leadership team—to identify strengths, gaps and opportunities. The team delivered a custom research product and strategic marketing plan to the executive team which included a new identity, brand positioning and thought leadership recommendations.

RESULTS

Pierpont successfully helped to re-align 17 disparate brands under one umbrella. This extensive work enabled Hart to better cater to a younger, digital-savvy demographic and led to the creation of industry experiential events and new digital revenue opportunities.