



Qualspec

Qualspec | Integrated Digital & Media Relations Campaign

THE CHALLENGE

QualSpec, an industrial inspection firm that has since been acquired by TEAM, Inc., was born out of a private equity roll-up of four existing inspection companies.

OBJECTIVE

It was mission-critical for QualSpec to quickly and appropriately position the company within a competitive market.

SOLUTION

Pierpont was successful in capturing the essence of all four companies into one cohesive brand to launch the new combined entity. This included the creation of all branding, messaging, collateral, and advertisements.

RESULTS

Within four weeks, Pierpont launched a fully integrated QualSpec website, and once the baseline brand assets were created, the firm designed and implemented a comprehensive media relations program resulting in commanding interviews and subsequent coverage with leading business and industry publications.