



Vertis Communications is a premier provider of targeted advertising and marketing solutions to America's leading retail and consumer services companies.

Janice Mayo
Principal

In 2001, the company's predecessor, Big Flower Holdings, embarked on an ambitious reorganization plan, transforming from a holding group to an integrated operating company. As a result, three independent operating groups – with decades of brand recognition and leadership in their industries – were required to retire their corporate identity.

Janice Mayo led the brand, marketing, and sales integration plan, which spanned several years. Leveraging extensive customer, prospect, and industry research, Janice planned and implemented a successful introduction of the new brand, while the company delivered positive sales performance.

In the first phase, the independent operating units retained their brand identity and used the new company name as an “endorsement”. In the second phase, operating units fully transitioned to the new Vertis name and adopted a new, integrated marketing and sales strategy.

The brand introduction was supported multiple marketing tactics:

- Delivering a strong public relations campaign citing integrated marketing success stories.
- Building thought-leadership through the introduction of the company's proprietary Customer Focus™ survey data to new markets, customers, and prospects.
- Integrating of at least five separate websites into one streamlined Internet presence that spoke to the strength and breath of Vertis' broad service offering.
- Introducing new, on-going communications to educate customers on the complete range of marketing services available to them through the new company.



The transformation plan was fully completed in 2004. In 2005, the company was honored as one of America's Most Admired Companies by *Fortune Magazine*.