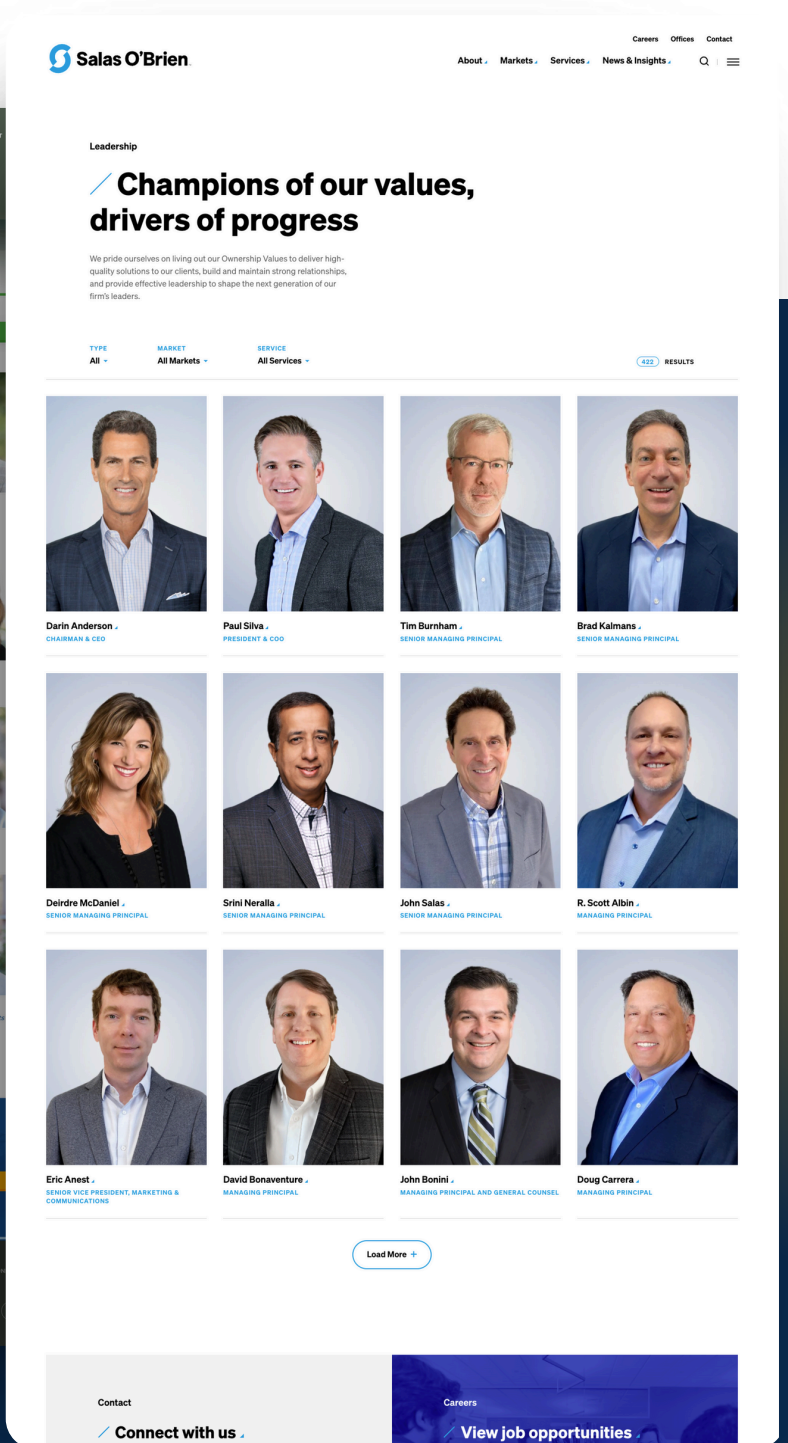


Before ^



^ After

Summary

Headshots.com partnered with Salas O'Brien, an engineering and professional services firm experiencing rapid growth, to enhance its brand consistency through high-quality, standardized headshots across all team members. With a workforce expanding from 2,000 to 2,900 employees and targeting further growth, Salas O'Brien faced the challenge of maintaining brand consistency across various locations and mergers. The implementation of Headshots.com's services significantly improved the professional presentation of its team members, contributing positively to the company's brand image and recognition.

The Challenge

Salas O'Brien's rapid expansion and geographically dispersed locations presented significant branding challenges. Prior to partnering with Headshots.com, the company's headshots varied widely, lacking consistency and failing to convey a unified brand image. This inconsistency was not only a branding issue but also affected client perceptions, with some clients favoring certain offices over others due to perceived differences in quality.

The Results

After implementing Headshots.com's services, Salas O'Brien achieved a remarkable transformation in its headshot consistency. The uniform quality and style of the headshots now reinforce the company's brand standards and significantly enhance their professional proposals and templates. This change has also positively impacted client perceptions, promoting a sense of uniform excellence across all offices.

Coordinating over 1,500 headshots for our firm across locations and mergers was a challenge. Headshots.com makes it a breeze! They've delivered the quality and consistency required for us to earn customer trust and win more business. Highly recommend!

~ **Jacque Lickteig**
Brand & Creative Manager @ Salas O'Brien

The Benefits

- 1 Brand Consistency**
The uniformity in headshots across all team members, regardless of location, has significantly strengthened the Salas O'Brien brand, making it more recognizable and respected within the industry.
- 2 Improved Client Perceptions**
The standardized headshots have alleviated clients' concerns about variability in service quality between different offices, facilitating a more uniform and positive perception of Salas O'Brien.
- 3 Efficiency & Scalability**
Headshots.com's efficient process and scalable solution have supported Salas O'Brien's rapid growth, allowing it to easily integrate new team members into their branding framework without compromising on quality or consistency.
- 4 Enhanced Professional Image**
The quality of the headshots has elevated the professional image of Salas O'Brien's team members, contributing to more compelling proposals and marketing materials.
- 5 Time & Resource Savings**
The streamlined process has freed up Salas O'Brien's marketing team to focus on higher-value activities, further advancing the brand and pursuing new business opportunities.

This case study illustrates the importance of consistent, high-quality & professional imagery in supporting and enhancing corporate branding, particularly for companies experiencing rapid growth and expansion.