



Member spotlight—burnham richards—brand elevators

Elevating brands, emphasizing teams

By Katie Stilp

A name, and how you present it, says a lot about a business.

Take burnham richards—brand elevators for example. At first glance you may think that a few capitalization errors occurred but it is all on purpose. Thinking creatively and wanting people to take notice of their name, burnham richards decided to leave everything lowercase. “We decided to understate the names because it’s not about two names but about the work of a team of people,” said David Richards, co-owner and creative director of the agency.

Established in 2002, burnham richards has offices in Green Bay and Milwaukee. “It’s something we had thought about for quite some time,” Richards said.

The main focus of the company is to elevate brands through strategy, design, advertising, interactive mediums and traditional media. burnham richards team also works with packaging, implementing creative designs to elevate the brands tied to the products.

With advertising experience in major cities in the United States and London, burnham richards has worked with national brands like Schreiber Foods and Kohler. Although the firm has several other national and regional clients, the majority of clients come from in and around the Milwaukee and Green Bay areas.

So why are brands so important? “The brand adds value,” Richards said. “You pay more for a brand because it’s a built-in value. More people hear and see it and trust it more. A relevant brand will connect with a customer before price.”

The first step in elevating a brand is establishing a brand foundation on which to build a strategy. “The brand is the start of the process because without it there’s no point in doing a website or advertising campaign,” Richards said.

During this first stage, burnham richards does extensive research on the client, including a brand assessment, industry research and customer interviews. “We must know what resonates with them, so it’s key to the brand to talk with customers,” Richards said.

From there, clients are walked through a customized brand strategy tailored to the needs of the company. “No two brands are alike,” Richards said. “It’s something I love about it and am passionate about. There are always challenges in the process but clients have always been happy with the result.” It’s that customer satisfaction that allows burnham richards to flourish, with the majority of their clients coming from referrals.

With businesses looking to cut costs, marketing is one of the first things on the chopping block, something Richards believes shouldn’t be happening. “The importance of branding is actually greater with the economy the way it is right now,” Richards said. Despite the recession, Richards said clients of the agency’s have been successful, with some even expanding their businesses.

Richards said when dealing with branding, businesses need to be patient. “Just understand and know that the branding takes time and you have to sign on to it and be committed to it,” he said. “It will be vital to your business but it’s going to be over a longer period of time than a promotional campaign would. In the long run it’s going to build business for you and build more long-lasting and loyal relationships with your customers.”

burnham richards also volunteers its services, including contributing to the House of Hope, which offers young, expectant mothers housing and resources. In addition to a Christmas fundraiser that netted \$1,800, burnham richards worked with House of Hope mothers and children to create Mother’s Day cards, which were available for purchase locally. All proceeds went to helping House of Hope and its residents.

burnham richards is also working with the new Kroc Center, a part of the Salvation Army. “We’ve been doing a lot more pro bono work because we want to turn our talents into good things for people who need help,”



David Richards, co-owner and creative director of burnham richards advertising, holds a TV from the new Kroc Center campaign.

Richards said.

In the future, Richards hopes to grow the company but still stay true to its roots. “I don’t want to be the largest but I want to have smart people who do great work,” he said.

Other thoughts:

- **CEO Roundtable.** Richards has been a part of the Green Bay Area Chamber of Commerce’s CEO Roundtable for several months.

He said, “It’s a great opportunity to meet and discuss with peers and to bounce ideas around.”

- **Words of advice.** What elements do you need as a business owner to elevate your brand? “Be true to yourself and don’t waver,” Richards said. “Be honest, be unique, be fascinating and most importantly, be relevant.”

burnham richards advertising can be reached at 920.406.1663 or visit burnhamrichards.com.

Schenck shareholder joins Chamber’s board of directors

The Green Bay Area Chamber of Commerce welcomes Dan Young, CPA, to its board of directors. Young, managing shareholder, Schenck SC, brings a vast array of business experience and knowledge to the board.

As manager of the Schenck’s Green Bay office, Young specializes in many areas including accounting, auditing, succession planning and executive consulting.

He provides direction on prospective financial

statements, individual and corporate taxation, and accounting system analysis. In addition, he is one of the firm’s business valuation consultants and has significant experience with buying and selling businesses.

He is no stranger to giving back to and



Young

serving the local community. Young currently serves as board member, treasurer and executive committee member for the Northeast Wisconsin Community Shelter; board member for Downtown Green Bay, Inc.; board member for the Business Improvement District; past board member for the Brown County United Way and past treasurer for the American Red Cross. He is also in his third term for Schenck’s board of directors.

“I’ve always wanted to be involved a little bit more in the community,” comments Young. “It’s great to be involved with a board that focuses on business and business development in Green Bay.”

Focusing on economic development, public policy and government affairs are top priorities for Young.

Young will serve a one-year term as an ex-officio board member.