



## BRANDING SUPPORT CASE STUDY

# Central Civil Construction: A New Look While Honoring the Past

Central Civil Construction has been serving South Florida for three generations, specializing in complex projects including deep excavations, underground utility work, heavy highway construction, earthwork, land development and infrastructure. With more than 150 employees, Central Civil Construction's management team has more than 100 years of combined, hands-on experience in solving some of the most technically challenging issues on civil site projects — from airports and seaports, to arenas and commercial, government, and roadway projects.

### The Objectives

A 40+-year-old, third-generation, family-owned civil construction company in Florida had updated its name to better represent its work. Central Civil engaged the firm to assist them in communicating the name change to industry partners and clients, while also reassuring employees that the company was not being sold.

### The Work

The firm's objectives included outreach to ensure that Central Civil's rebranding and messages were properly communicated as well as presenting a unified strategic direction. The company's website and associated marketing materials needed to represent the company's new look, while at the same time honoring its past. The firm's deliverables included an updated website and digital marketing materials as well as media outreach.

### Final Results

Our engagement helped the company tell its story with compelling digital branding materials and engaged with employees and community partners by sharing project progress photos, people spotlights, and trend stories.