



HOW THE PAST CAN  
SHOW US THE FUTURE:  
THE POWER OF CORPORATE  
ANNIVERSARIES

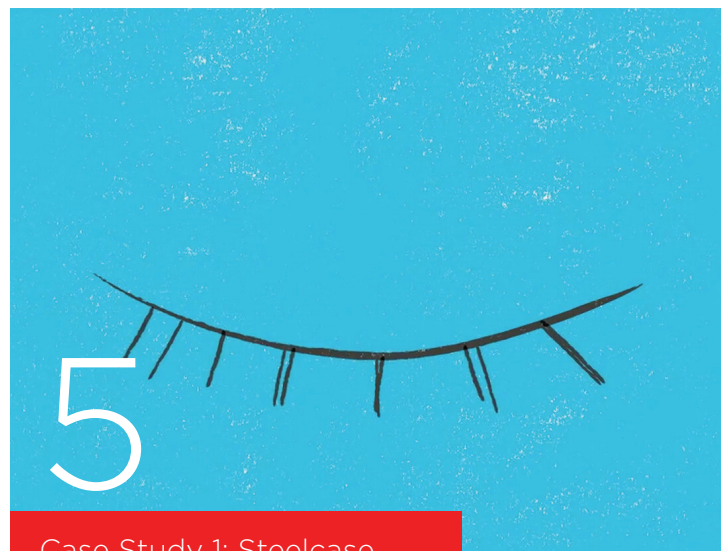
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**BRAVO****ECHO**

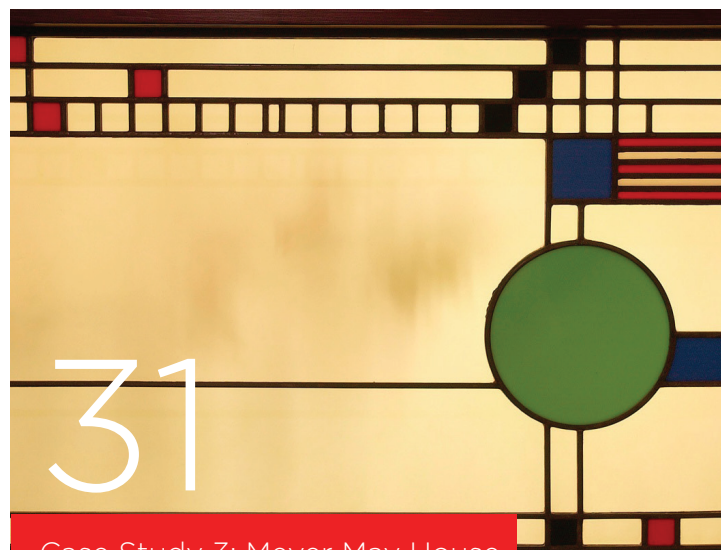
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Case Study 2: Brady Corporation



Case Study 1: Steelcase



Case Study 3: Meyer May House

## Anniversary Case Studies Content

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Our Approach

Pages 3-4

Case Study 1: Steelcase

Pages 5-18

Case Study 2: Brady Corporation

Pages 19-30

Case Study 3: Meyer May House

Pages 31-40

Your Anniversary Opportunity

Pages 41-43

About BravoEcho

Pages 44-46

Contact Information

Page 47

Our work seeks to answer  
three questions:





What is the **persistent truth** that sustained and grew your enterprise while so many others failed?



What is the **human narrative** that flows from this core truth, the story everybody can identify with?



How can that human narrative help to drive the **future** of your enterprise?



An aerial photograph of a coastal city, likely San Francisco, showing a dense urban grid, a large body of water (the bay), and a prominent bridge. A large black circle is overlaid on the center of the image, containing the text 'CASE STUDY' and 'STEELCASE INC'.

CASE STUDY

STEELCASE INC



## The opportunity

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Steelcase started life as a local manufacturer making fireproof wastebaskets.

It is now a global company designing work space, furniture, and technology for business, education, and healthcare.

Consistent innovation has made it the industry leader in work collaboration. It is one of *Fortune's* Most Admired Companies.

The anniversary presented a once-in-a-lifetime opportunity to establish its thought leadership.

## The core truth

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What is the core truth that sustained and grew the Steelcase enterprise while so many failed?

After a rigorous deep dive, our answer was:

“Unlocking Human Promise.”

## The narrative

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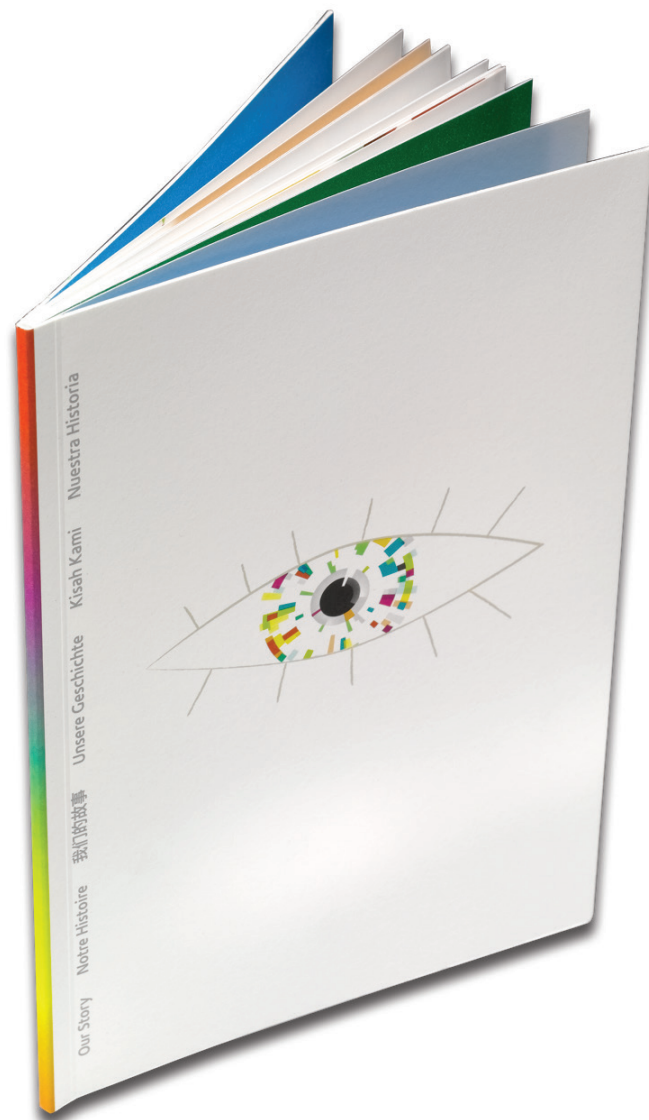
What is the human narrative flowing from this core truth, the story everybody can identify with?

Steelcase builds business through human insight.



100  
Steelcase

Steelcase built its business on human insight, which is what inspired our commemorative “eye” mark.

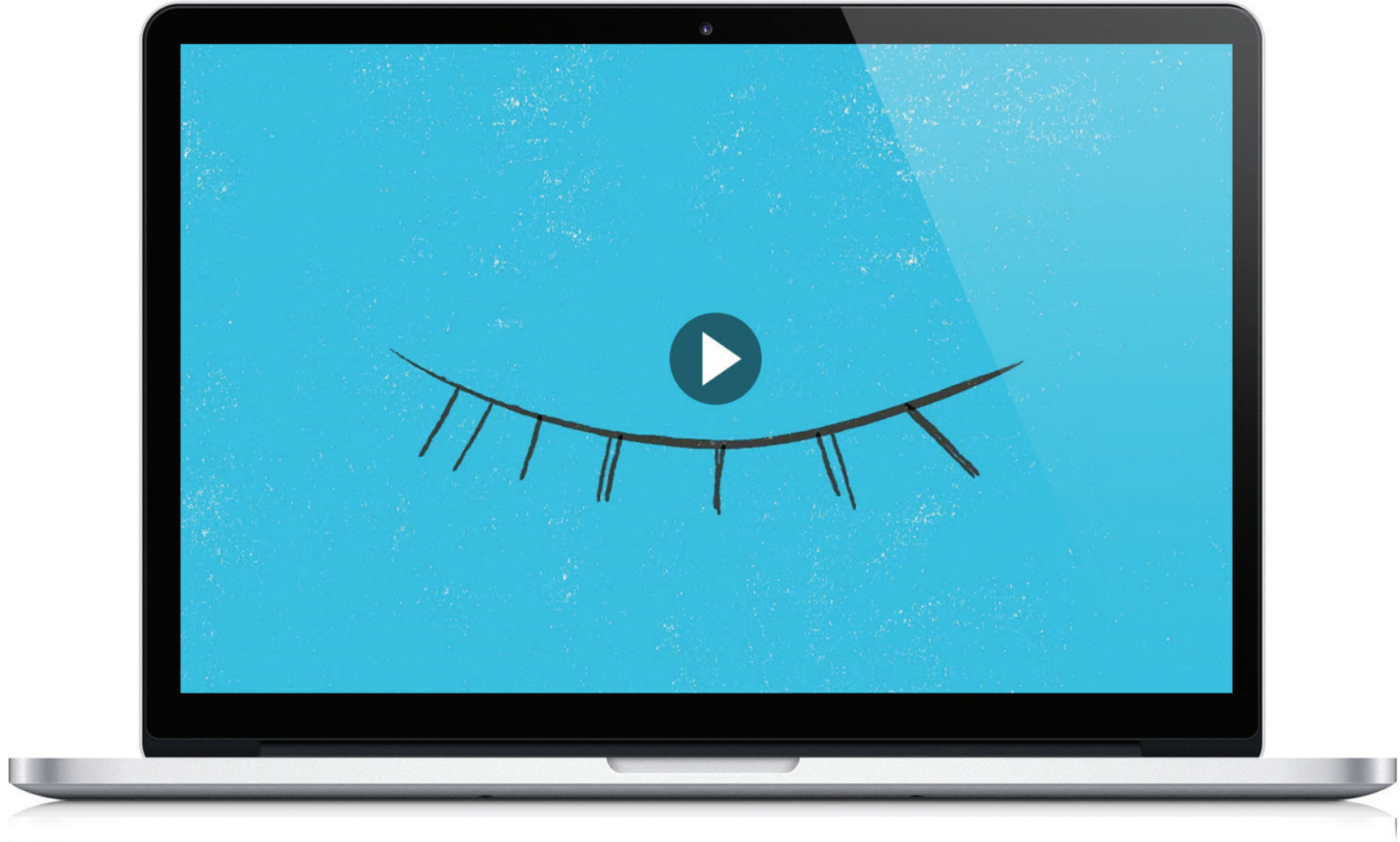


We created a short printed manifesto, “Our Story,” which presented the ethos of the company in a simple, accessible way. It was translated into six languages and placed in the hands of every member of the Steelcase community around the globe.





“Our Story” continued.



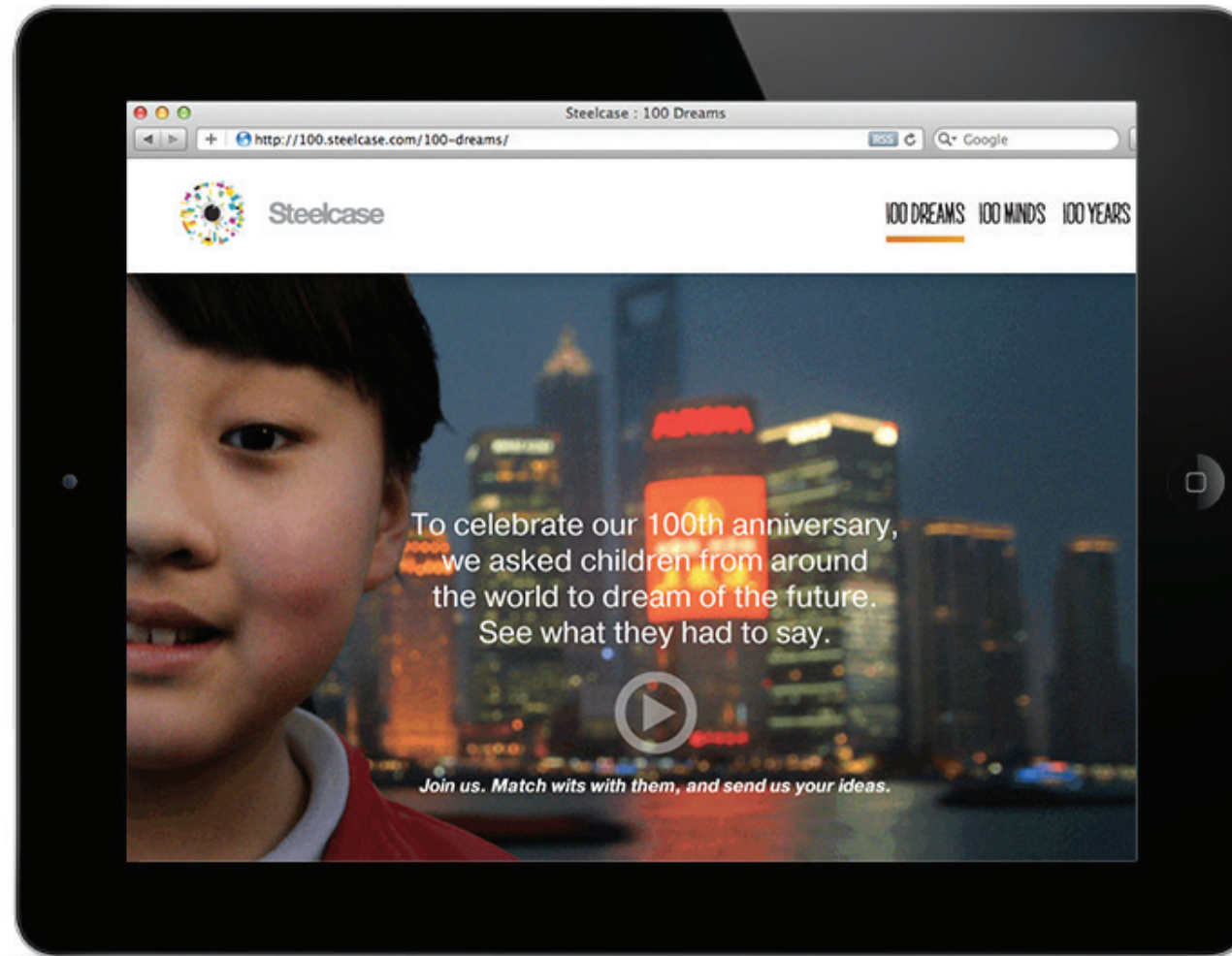
A three-minute film brought “Our Story” to life.  
It was seen by everyone who touches the company.

# The future

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How could that human narrative help to drive the future of the Steelcase enterprise?

By anticipating the world ahead on behalf of all enterprise, including the Steelcase clientele.

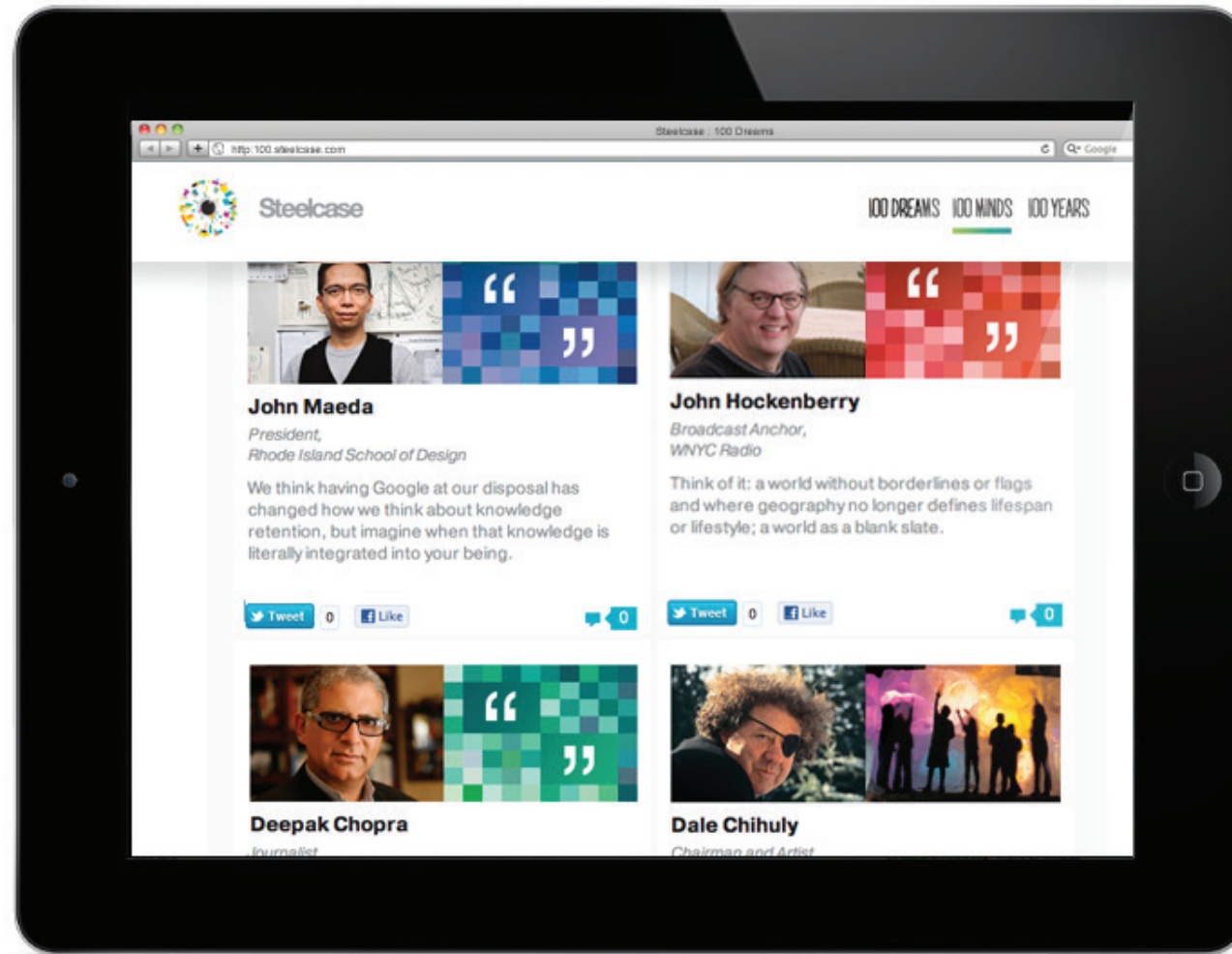


We created a digital social platform, [100.steelcase.com](http://100.steelcase.com), inviting discussion on the future of work.

100 Dreams presented a view of the future through children's eyes.

We launched it with a short documentary, *One Day*, featuring children around the world and their dreams of the future.

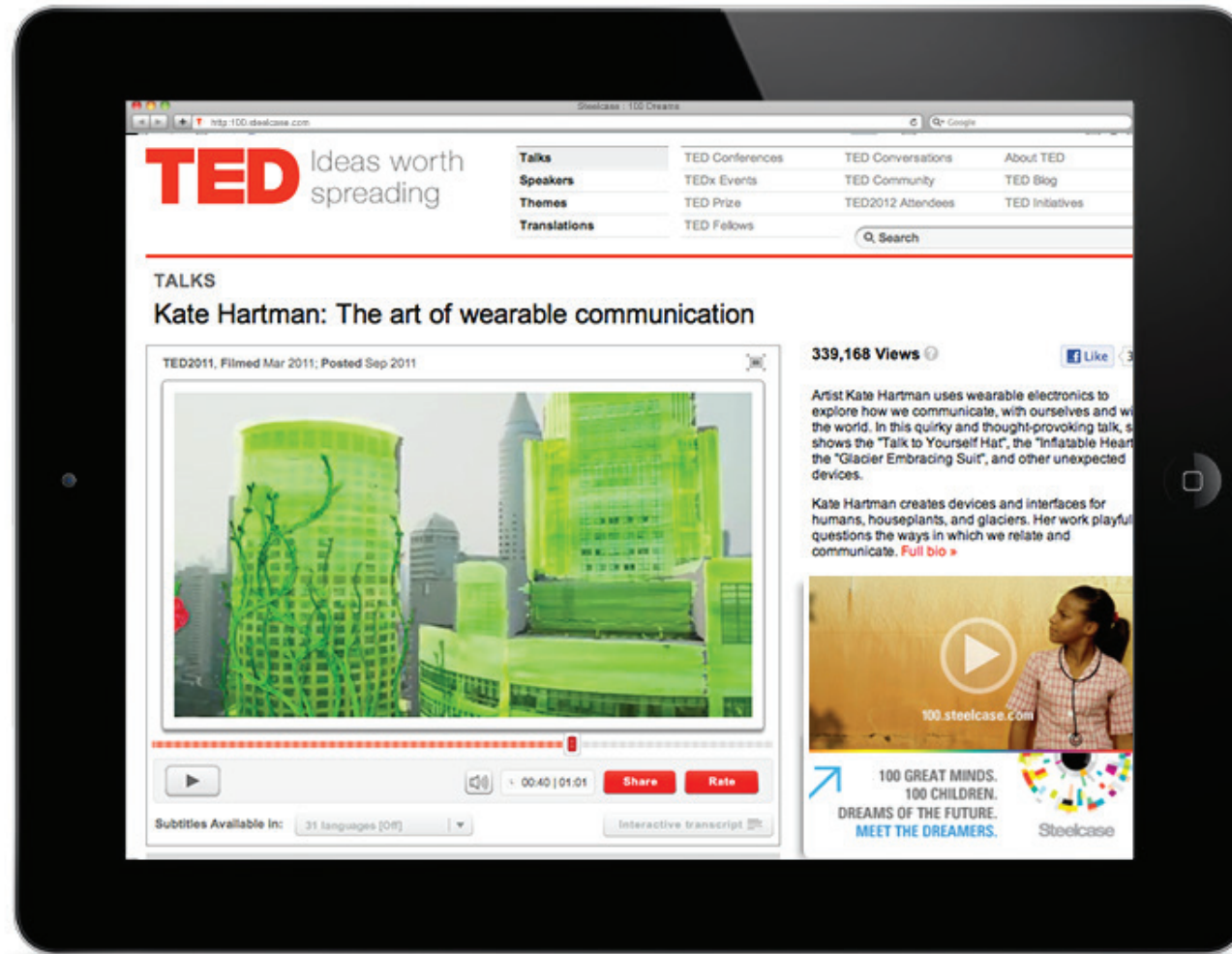




100 Minds offered a platform for thought leaders to pit their own dreams of the future against the experts - the children.



We invited the public to dream too, on Facebook.



The initiative launched at the 2012 TED Conference in Long Beach, California.

Together, these platforms addressed a broad spectrum of audiences: all external audiences, customers, dealers, the industry, competitors, thought leaders, the press, and the general public, without a sizable media spend.





The anniversary initiative permeated the culture.



# The impact

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## Traditional Media:

An **increase of 131%** in media coverage in year 2013 from 2012. Includes 1,270 articles, with six featured stories (ex: *NYT*, *WSJ*, *Fortune*).

Anniversary specific coverage resulted in an **audience reach of 111,507,344.**

The campaign was recognized by leading industry awards programs.

## Social Media:

Growth in engagement, sharing and fan base across social channels: **Twitter (+3K followers), Facebook (+4K fans).**



*Steelcase looked at 100 years of human-centered design through many lenses - from Frank Lloyd Wright to the world's 10-year-olds.*

We worked with CEO Jim Hackett to reposition Steelcase for its second century using the 2012 Centenary as a communications platform. He had some kind words:



**“You help CEOs lead, articulate, show a future. You look through the lens of insights. You are unique because you have a combination of business acumen and you pull it together, not like other communications firms.”**





CASE STUDY

BRADY CORPORATION

## The opportunity

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Brady Corporation is an international manufacturer and marketer of complete solutions that identify and protect premises, products, and people.

Based in the US, it has millions of customers in the electronics, telecom, manufacturing, electrical, education, medical, and aerospace industries.

The company was built by entrepreneurs, opening new markets by growing organically. Later, the growth came through rapid acquisition.

The anniversary presented a timely opportunity to re-focus and re-envision the organization around the world.

## The core truth

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What is the core truth that sustained and grew the Brady enterprise?

After a rigorous deep dive, our answer was:

“Pioneering a smarter, safer world.”

## The narrative

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What is the human narrative flowing from this core truth, the story everybody can identify with?

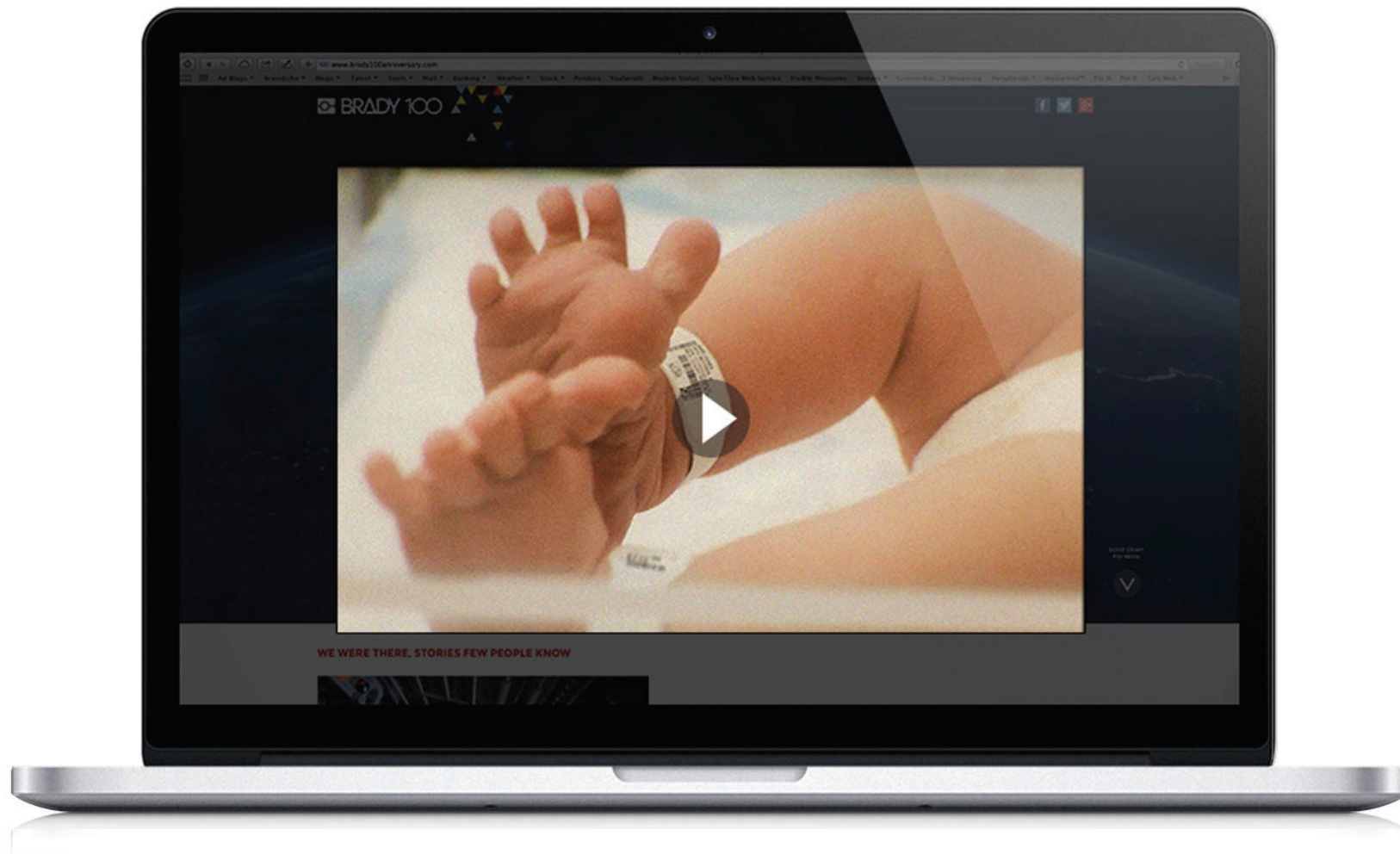
Brady is part of the daily life of the planet.





We were asked to help re-focus the company on the core values and vision that had built it.

We started with a commemorative graphic system, instantly signaling to everyone a new positioning for the company.



Based on the company's vision, we created a short film to showcase Brady's rich history of innovation, including the Gemini Space Program. It was seen by every employee worldwide.

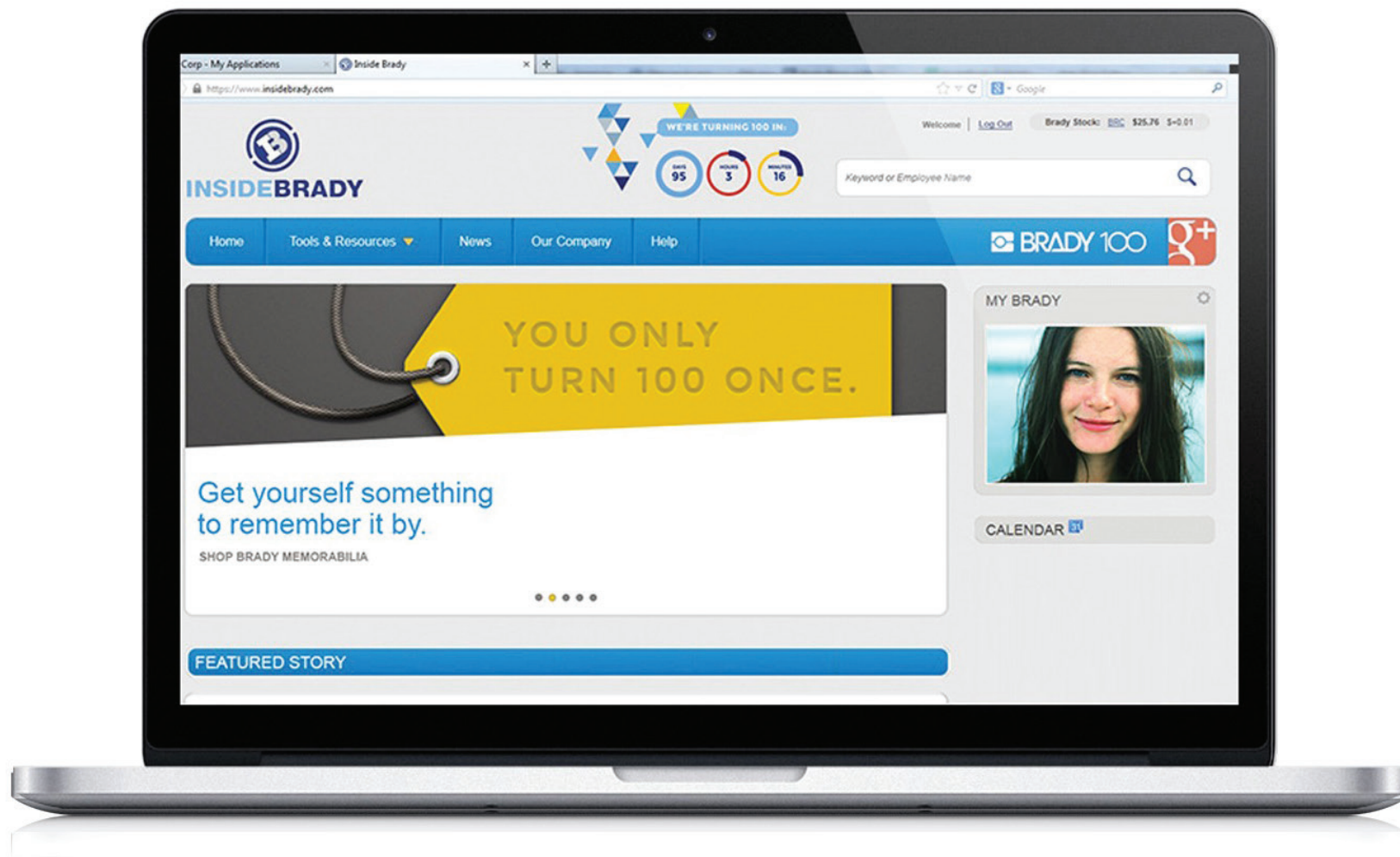
# The future

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How could that human narrative help to drive the future of the Brady enterprise?

By answering the human needs of a changing world through a rigorous focus on innovation.



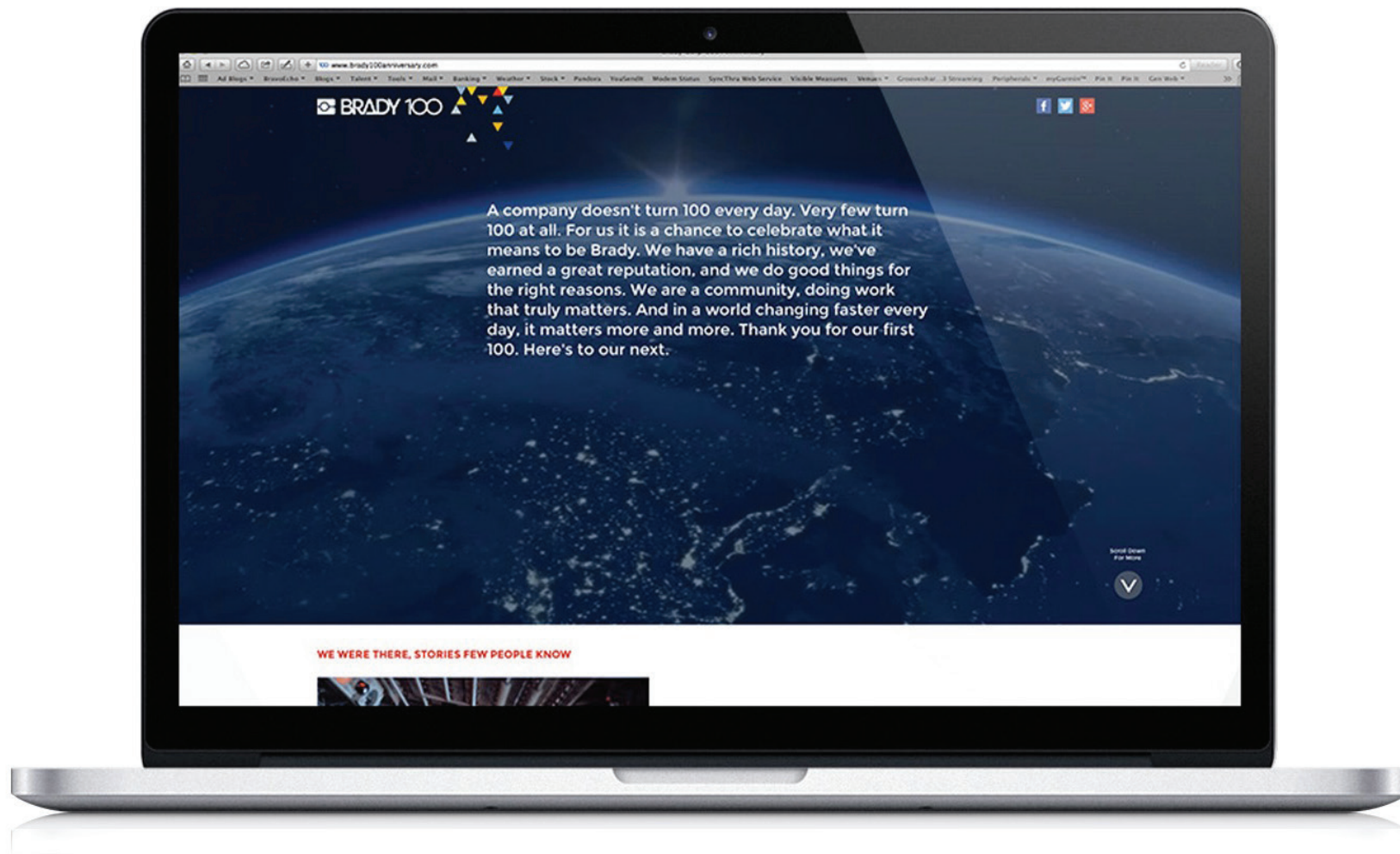


With brands all over the world and thousands of products, a global intranet integration became the new voice of the culture.



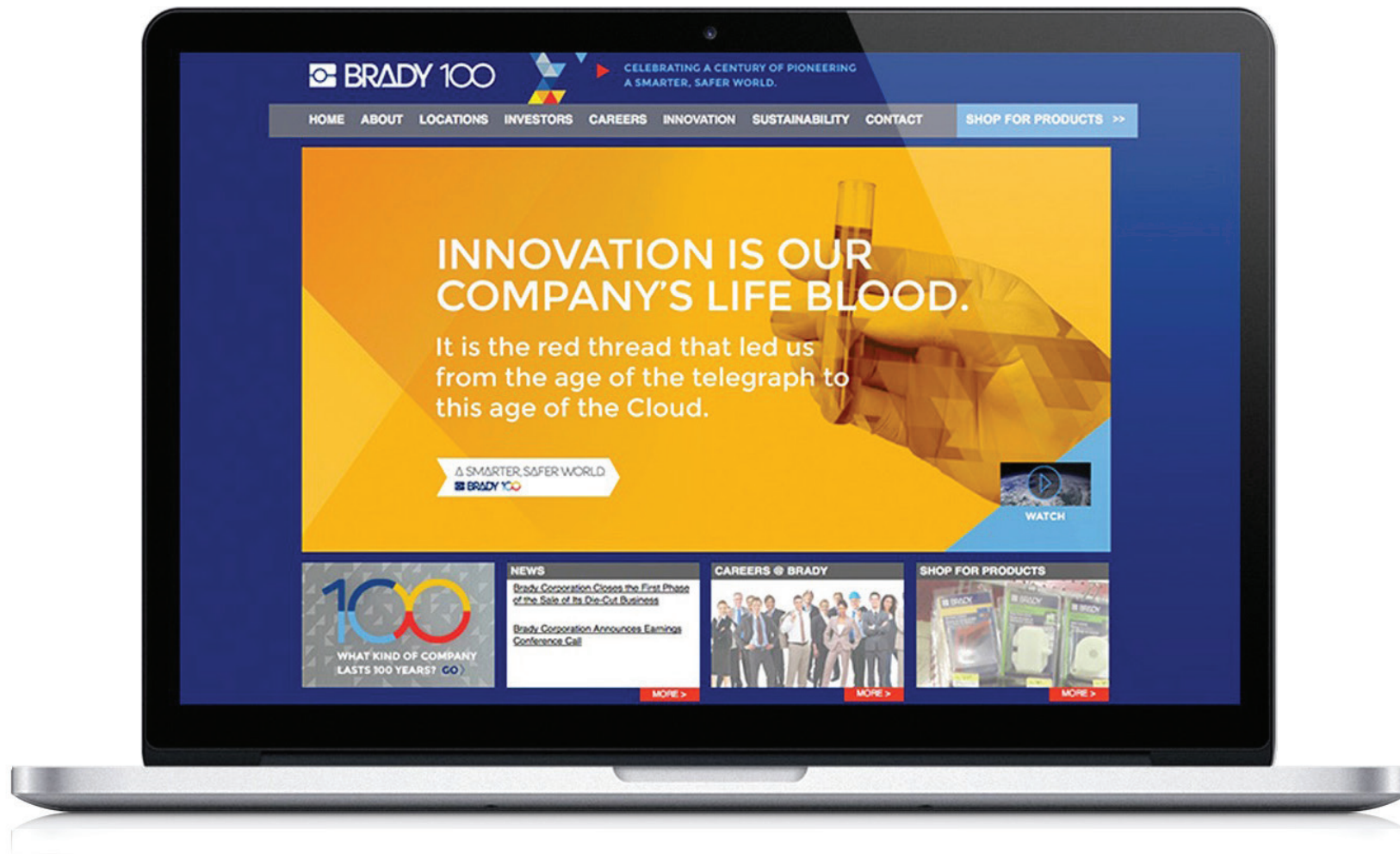
The anniversary theme and graphics were brought right to the factory floor.





At the anniversary microsite, Brady employees, distributors, and customers were able to hear the true story.





The anniversary narrative was integrated into the corporate site, becoming part of the online face of the brand.



Through a global merchandising program, we made the anniversary something to touch and keep through everyday things.

# The impact

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## Leadership Engagement:

Personal CEO visit to launch new corporate positioning and anniversary program; engagement with 77% of global workforce in 44+ global locations.

## Public Relations:

No previous concerted PR effort prior to anniversary; with focused effort, anniversary coverage included most major networks – ABC, NBC and FOX – and all key news segments including *Day Break*, *Morning Show*, *Noon*, *10 O’Clock Report* and *Weekend*.

## Permanent Brand Exposure:

Launch of the “Intelligent Products Lab,” an experimental and learning space, at the Discovery World Museum in Milwaukee.



We worked with former CEO Tom Felmer to reposition Brady Corporation for its second century using the 2014 Centenary to unite a global workforce and to embed a strategy. He, too, had some kind words:



“ I have learned a great deal from your team and your process. You have helped shape my thoughts on vision, inspiration and engaging the spirit of an entire organization.”

*Brady Corporation celebrated 100 years of making the world smarter and safer, from the delivery room to NASA's space program.*





The background is a complex stained glass design. It features a grid of dark brown lines forming various rectangular and square panels. Some panels are filled with solid colors: red, blue, green, and orange. A large, solid black circle is positioned in the center-left of the image, partially overlapping a green circular panel on the right. The text is centered within the black circle.

## CASE STUDY

THE MEYER MAY  
HOUSE

## The opportunity

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In 1987, our client Steelcase meticulously restored the Meyer May House, a Prairie-style Frank Lloyd Wright masterpiece.

The house's 100-year anniversary was at the heart of a strategy we developed to generate discussion about "The Next 100" for Steelcase.

Through rigorous research, we uncovered the opportunity to look at Steelcase's own design ethos through the lens of Wright's enduring principles of architecture, manifested in the details of the Meyer May House.

## The core truth

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What is the core truth underpinning the Steelcase stewardship of the Meyer May House?

After a rigorous deep dive, our answer was:

"Designing with a focus on the human element."

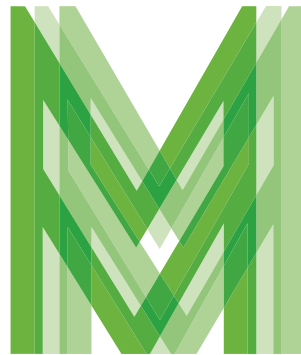
## The narrative

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What is the human narrative flowing from this core truth, the story everybody can identify with?

Human-centered design can play a decisive role in our shared future.

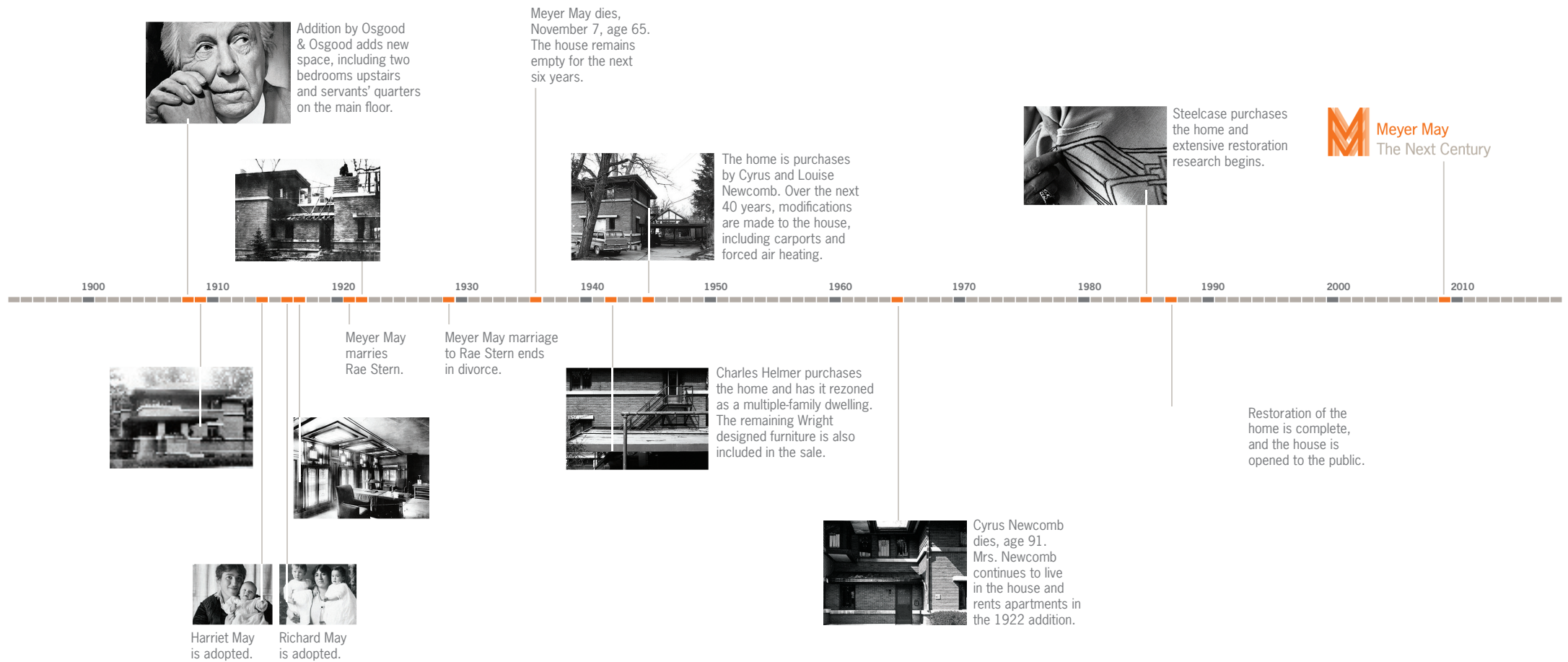




# Meyer May

## The Next Century

Our strategy was to showcase “The Next 100” for Steelcase, a company rooted in spatial design, by generating discussion of the design principles of a globally revered architect. We started with a Wright-inspired commemorative mark.



An interactive timeline on the anniversary website helped tell the story of the house, leading into the future.





### Influencers

Invite up-and-coming and established practitioners from a wide range of fields to participate in the dialogue.

### Principles

Focus on the principles Wright applied to his work over the breadth of his career.

### Manifestations

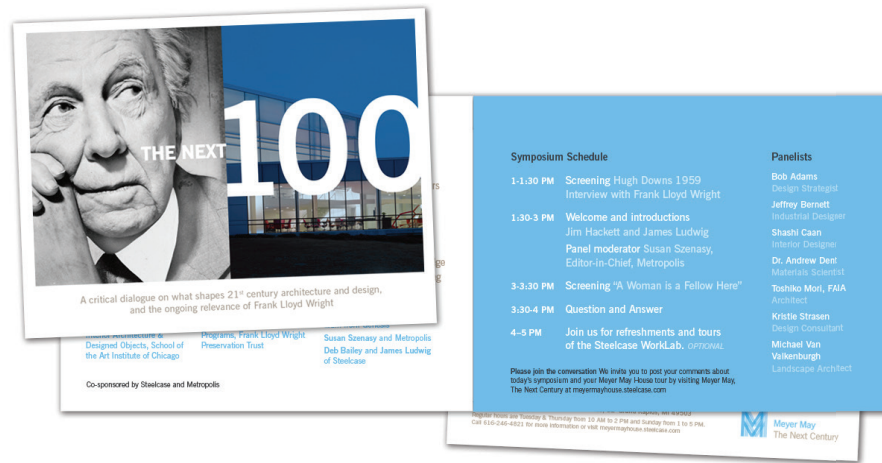
Feature one hundred specific design details manifested in the Meyer May House.

### Precursors

Why are his principles still relevant today? What might they inspire in the future?

After establishing Wright's principles of architecture as the core of our discussion, we placed them within the anniversary framework: exploring what inspired them, how they manifested in the design and how they became precursors to the field of architecture and design.

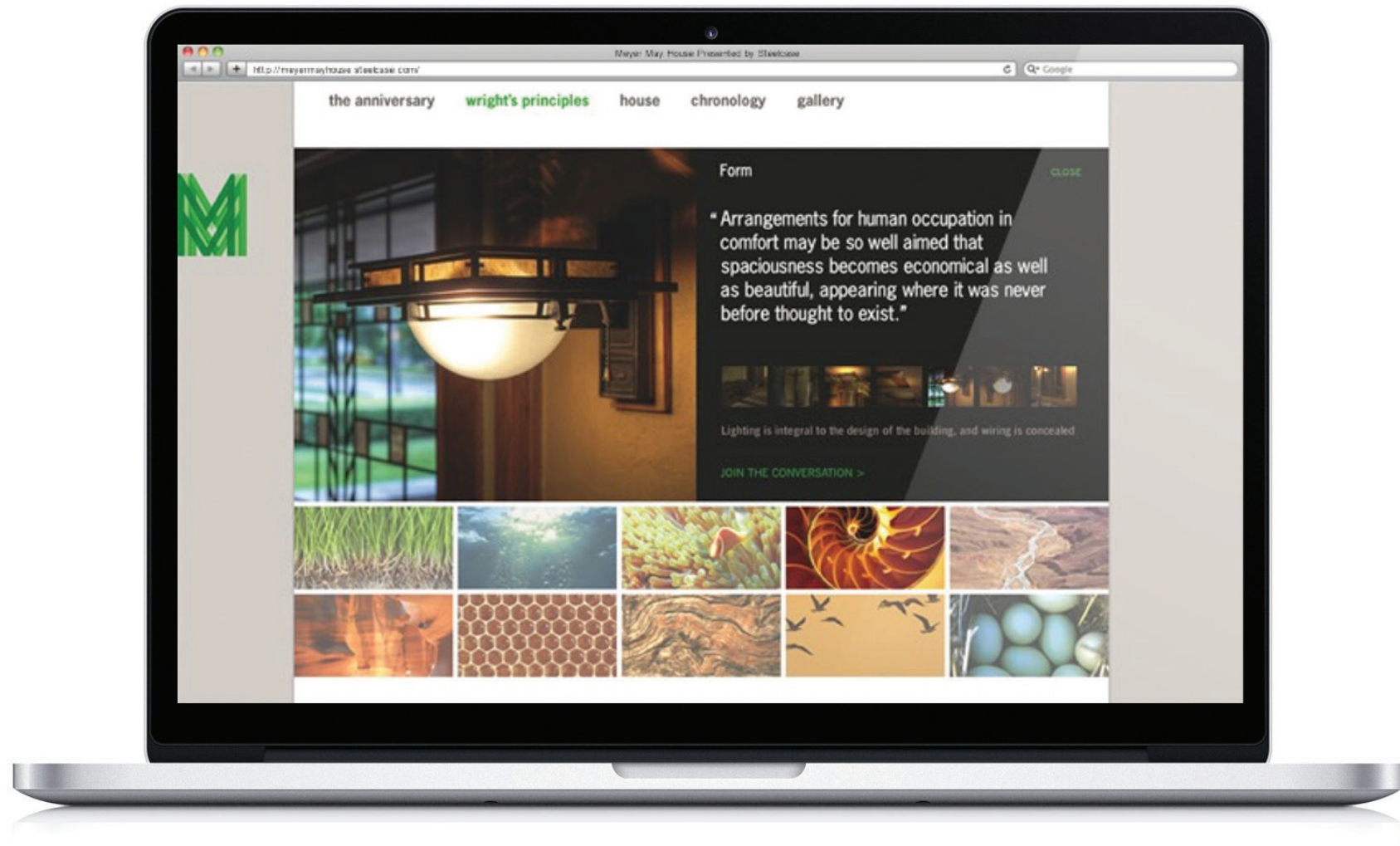




We created a symposium called "A Critical Dialogue on 21st Century Architecture and Design and the Ongoing Relevance of Frank Lloyd Wright," inviting global discussion.

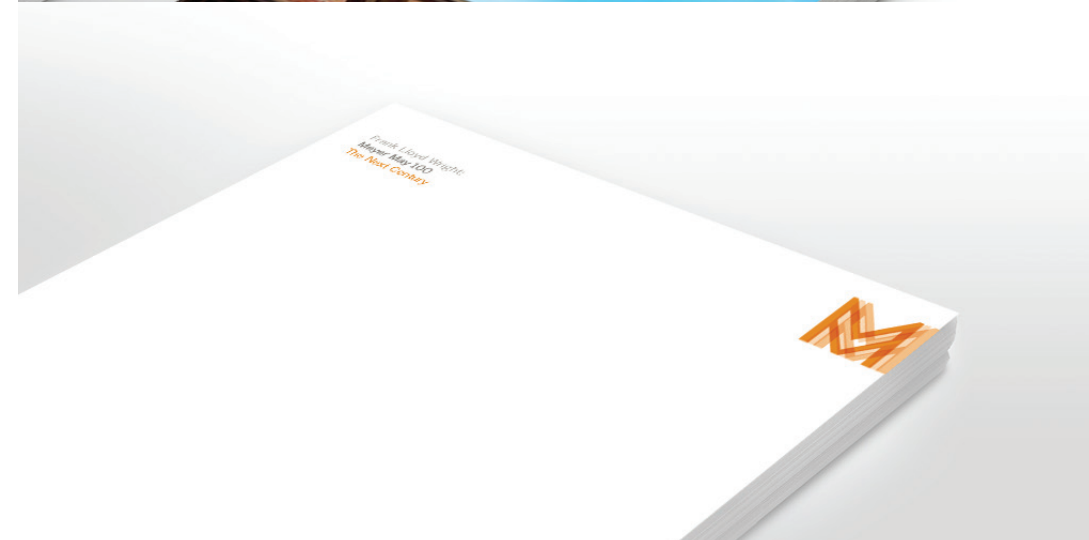
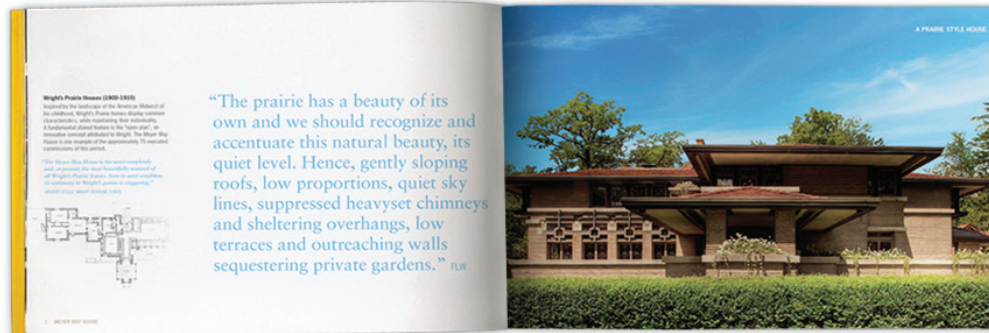


The anniversary symposium, co-hosted by Steelcase and *Metropolis* magazine, was the start of an important conversation about the future of 21st century architecture and design.



The anniversary website showcased Wright's principles of architecture.





We created a printed collateral system, honoring the tactile qualities of Wright's design.



We brought to life the principles of spatial design through environmental graphics.





YOUR ANNIVERSARY  
OPPORTUNITY





An anniversary is the chance to envision a company anew, and make healthy change a part of its culture.

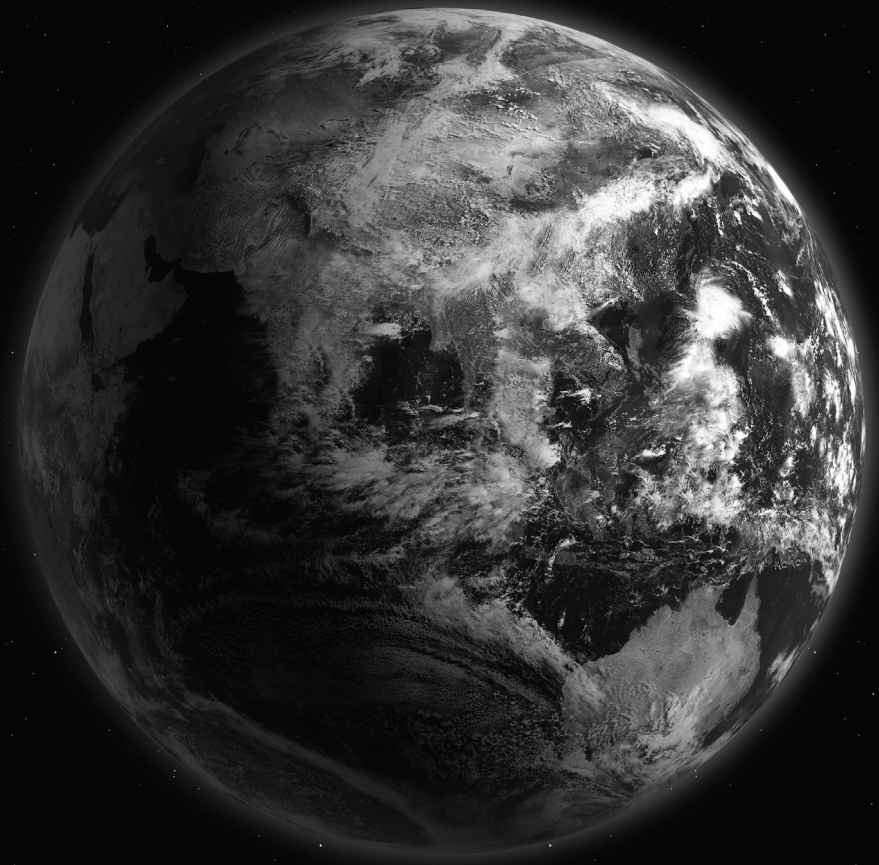
In a single moment, you impact an ecosystem: managers, employees, partners, customers, shareholders, the public, and the media. And you control the conversation across geographies, languages, and brands.

Change in business comes faster and faster. But harness the company's talent for evolution and you create confidence, whatever the future holds. Far from an exercise in nostalgia, all eyes turn to the century ahead.

One opportunity.  
One message.  
Everyone in your world.

If you have an anniversary  
to celebrate, your truth  
is persistent.

We'd like to help you  
show your world why.







ABOUT BRAVOECHO



# BravoEcho

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BravoEcho works at the intersection of business strategy, culture, and brand to create winning narratives for leaders of organizations. We are a catalyst for business evolution.

We work with organizations celebrating anniversaries to fully leverage this important moment in their evolution.

We also partner at the leadership level of regional, national, and global organizations in their ongoing transformation from legacy business to relevant, customer-driven enterprise.

We work like journalists. Our product is content but our process is discovery. We are relentlessly human-centered, working to bring a deep understanding of the people our clients serve.

We are system thinkers. We are unconventional, but pragmatic. We are strategic and we are creative, in equal measure.

## A few key partnerships

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# Contact

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If you would like to talk about your anniversary opportunity, we would love to listen.

Please call

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