

Website + Brand Development



Moelis & Company, a rapidly growing global investment firm needed a digital presence that reflected its international operation and was flexible enough to easily expand as new business units came into the organization. Broadstreet partnered with Moelis and quickly realized in addition to just a web site, the organization needed to identify and refine itself as a brand. Prior to creating a communication strategy for the website, Broadstreet conducted a brand workshop in which a cross section of employee from different business units, geographies, ages and titles from managing directors to interns participated. The two day workshop included a competitive analysis, employee survey results and lots of input from the participants. From this workshop a corporate identity was created as well as a Mission Statement, Vision, Values, Competitive Differentiator and Tagline.

These core elements were used to begin development of a communication strategy for the website. After launching the site has grown dozens of times to reflect the expansion of the investment bank and remains a core communication tool for news and information. The Mission, Vision and Values have become key to enriching and defining the culture of the organization.