

Case Study – Guidehouse Brand Launch Celebration

[Guidehouse](#) is a consulting firm that launched in 2018 when the Public Sector practice of Price-Waterhouse Cooper (PWC) broke away to become an independent company that could grow and capitalize on market opportunities and improve on processes, benefits & culture for the partners and consultants.

The Challenge:

The split from PWC combined with a new brand and questions about continuity created an element of uncertainty among the employees: *PWC is a brand with heritage - how does the Guidehouse name affect our existing client relationships and recruiting efforts? Can they offer the same stability and security we had before?*

Guidehouse developed an aggressive transition timeline that began with an official launch announcement on May 1 and culminated with a Launch Celebration that built upon “New Partner Day” – a summertime PWC event that celebrates new hires and those who have been recently promoted.

Guidehouse engaged Sonar Creative to assist with creative event design, graphics and signage, video and photography, AV support, and overall production management. Our mission was to create an event that would eliminate much of the fear and uncertainty around a new company identity while building a sense of camaraderie & celebration among the audience.

The Solution:

Guidehouse selected the [Anthem](#) at The Wharf in Washington DC as the venue. The District Wharf was redeveloped in 2017, and this intimate concert venue provided the ideal setting for an unforgettable event. The event would include a 90-minute business presentation, followed by a catered reception on all three levels of the venue. 1,200 partners and spouses were invited to attend.

Seigel + Gale created a bold new identity for Guidehouse, and we utilized the logo and colors in all pre-event communications and onsite graphics:

- Floor-to-ceiling cling vinyl was applied to the entrance of the Anthem to promote (and conceal) the private event inside.
- Hanging banners and digital signage created a sense of excitement and celebration inside the lobby and the theater with strong event branding and individual partner profiles which appeared in a looping PowerPoint presentation.



During arrivals, we hired a team of young Brand Ambassadors to guide attendees from The District Wharf parking facility or rideshare drop point to the venue and welcome them inside the lobby.



After registration, attendees moved upstairs to a brief reception on the second floor. Spouses remained there during the business presentation, and joined the rest of the group for the reception afterwards.

We set up signature walls and Culture Stations that dove deep into Guidehouse HR & employee benefits information, as well as a "Swag Station" with monogrammed Guidehouse backpacks and business cards for partners to take home.

Inside the theater, Sonar Creative provided projection, video, graphics and lighting support to the event, and worked with the Anthem audio production team to create a seamless event production experience. We dressed the massive stage with lightweight set pieces and used the venue's motorized grid to "fly" scenic drape in front of the band setup for a surprise reveal.



Working with AFR, we designed a mixed-seating floor plan that featured a variety of illuminated cocktail rounds, bar-height farm-style tables, soft seating ensembles, and armchairs.

We scripted and narrated an opening “Hype Video” that captured the compelling mission and purpose of Guidehouse and set the stage for CEO Scott McIntyre.



Presentations by top executives from Guidehouse, investment partner Veritas, and the Siegel + Gale agency delivered essential content from the stage. To support the festive nature of the launch celebration, we hired a popular 80’s tribute band The Legwarmers as a surprise musical guest.





Lastly, we provided a team of photographers and videographers during the event to capture new partner headshots and highlights of the overall Brand Launch Celebration event, which we edited into a commemorative video for Guidehouse.

The Result:

The Brand Launch Celebration was a turning point for Guidehouse. Partners who had been uncertain of the company's future saw clarity in the mission and vision and chose to remain on board. New hires were genuinely excited by the commitment to culture and opportunities for growth.

The experience was so successful that we repeated the program in 2019. Since then, Guidehouse has expanded into the Commercial sector and continues to grow in size and value.