

CASE STUDY: Churchill Corporate Services

CHALLENGE

Churchill had diversified into many different areas and lacked a consistent image that could strengthen its brand.

SOLUTION

Block & DeCorso developed a branding platform that brought continuity of image across Churchill's line - furniture rental, corporate housing, disaster housing, transfer services, and apartment management. In each case, we used large lifestyle photos rather than furniture or apartment buildings. The image was carried through to advertising, trade show exhibits and its website.

RESULTS

Churchill now effectively competes against larger firms in its targeted industries.

Contact us today to learn how your business can profit from our Brand-Edge™ Process.



The banner features a dark blue sidebar on the left with the Churchill Corporate Services logo and a navigation menu. The main content area has a white background with a large lifestyle photo of a family. The text 'HOME is where the heart is.' is overlaid on the photo. Below the photo, the headline 'Churchill Corporate Services makes relocation easy.' is followed by a list of benefits and a link to the Flash version.

We make relocation easy!

Churchill
CORPORATE SERVICES

- Home
- Corporate Housing
- Furniture Rental
- TransferEase™
- National Apartments
- Apartment Management
 - Building Owners and Building Managers
 - Corporate Apartments
- Disaster Housing

About Us
News
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800-658-7368

Turn-key Relocation Services from Churchill

HOME
is where the heart is.

Churchill Corporate Services makes relocation easy.

- Broad choice of services
- 30 years of experience
- All under one roof
- Highest quality services
- Delivers total satisfaction
- Best rates available

[Click here to see the Flash version](#)



BLOCK & DECORSO

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