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BERGANKDV BRAND REFRESHED AND REFOCUSED TO HIGHLIGHT CLIENT-CENTRIC CULTURE

Over the course of the past year, BerganKDV has been working on refreshing and refocusing the firm’s brand to better reflect the new direction the firm is moving in to better serve clients. The result is an overhaul of the firm’s messaging, tagline and color scheme which are reflected in the firm’s facilities, collateral material and the launch of a rebranded website.

The refreshed brand and website aligns with changes that have been occurring at BerganKDV since CEO Dave Hinnenkamp took the reins a year ago. Under his leadership, a new accountability structure was introduced to move away from traditional silos typically seen in professional services firms. The new structure supports Hinnenkamp’s One-Firm vision to focus externally on the clients and communities served by BerganKDV.

With the firm’s new structure in mind, the marketing team refocused the site on the buyer’s journey by putting emphasis on the firm’s process, team and purpose in a way that buyers could easily engage with to find solutions for their business challenges.

“Service marketing continues to undergo many changes as buyers are using more sophisticated tools and online platforms to seek out professional services firms. Our digital presence is the world’s window into BerganKDV,” said Brittani Von Roden, Director of Marketing, “With all the great changes happening at the firm, we recognized that it was time to refresh and refocus our brand to better represent who we are and where we’re going. A big piece of that is an interactive, engaging website.”

The new website and assets focus on the firm’s clients, the issues they face and that they can count on our team to go beyond to solve these issues. The goal is to meet clients where they want to be met and provide them a consistently high-quality experience across every market and every solution the firm provides.

The new website will support the 2020 campaign, “Here’s to the Doers” that focuses on client aspirations and up-leveling their business with BerganKDV by highlighting client successes and sharing timely and targeted content based on regulatory changes, trends and new solutions available to the market. Learn more by visiting www.bergankdv.com.

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About BerganKDV: BerganKDV is a leading professional services firm with a contagious culture; where growth is fostered and making a difference means something. Our values drive our decisions, and our passion is empowering people and creating a wow experience for our clients.

Powered by people who do business the Midwest way, BerganKDV delivers comprehensive business, financial and technology solutions including business planning and consulting, tax, assurance and accounting, technology, workforce management, wealth management and turnaround management services.