

# Bishop Bros. Inc.

## Team Brief

Presented & Designed By:  
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simanTEL

# Brand Story

The story of Bishop Bros Inc begins with their founder, William Bishop, in Peoria, IL. In 1936, William discovered that there was a need for quality construction and design work in the area, creating a legacy for the current Bishop brothers, Bill, Steve, and Dennis.

Continuing to serve the greater Peoria community, the Bishop brothers pride themselves on being able to take on any project, big or small. Their expertise lies in commercial contracting and architectural design, as well as routine maintenance work and renovation. For their clients, Bishop Bros Inc aspires to develop a customized project plan that can meet their unique needs and is the highest quality construction in the marketplace with a budget that fits all. At the end of the day, they build it right because they can't build it wrong!



# Brief

**The Problem:** Bishop Bros Inc (BBI) is a family owned general contractor in the commercial construction industry. As BBI prepares to undergo management transitions in the business, there is an opportunity to “evolve” the company to some degree.

**Our Goal:** Achieve Bishop Bros Inc’s ideal vision of being seen as a “design/build” firm in the marketplace and modernize the brand and its marketing efforts.

**Our Key Insight:** By evolving the current marketing efforts that BBI has, along with integrating new methods, BBI can expand their audience and grow their business.

## **Who is Our Target Audience?:**

Other contractors (B2B) and local retailers, schools, and other organizations that may seek the services that BBI provides.

## **Our Message:**

**“We build it right  
because we can’t  
build it wrong”**

## Re-Branding BBI

**BBI** **BISHOP**  
**BROS.**  
**INC.**  
**DESIGNERS AND CONSTRUCTORS**



**BISHOP BROS INC**  
— DESIGNERS & CONSTRUCTORS —



**BISHOP BROS INC**  
— DESIGNERS & CONSTRUCTORS —



**BISHOP BROS INC**  
— DESIGNERS & CONSTRUCTORS —





**BISHOP BROS INC**

— DESIGNERS & CONSTRUCTORS —

# SWOT Analysis

## Strengths:

- **Family owned** - Consumers and potential partners view your business as being down to earth.
- **Experience** - BBI has years of experience to prove their skill sets.

## Weaknesses:

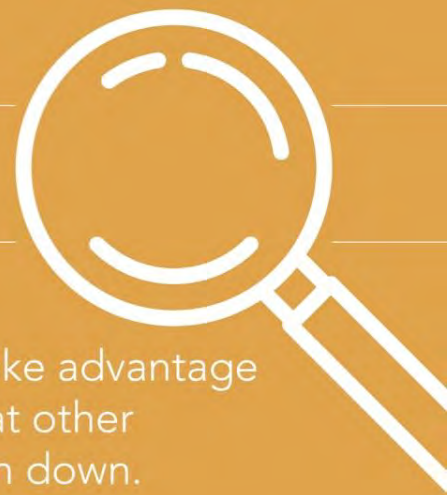
- **Marketing** - lack of presence within marketing channels reduces company visibility; Consumers and potential partners may have little to no brand awareness.

## Opportunities:

- **Future Projects** - Take advantage of smaller projects that other contractors would turn down.
- **Building Relationships** - Developing relationships with other contractors and the community can expand your business!

## Threats:

- **Economical factors** - Social and economic events that influence the economy can impact your business.





# Expanding Your Brand

- Integration of marketing materials
- Update current website
- Utilize social media
- Build relationships with other businesses (B2B) and consumers
  - Brochure
  - Direct mail
  - Gift baskets
- Show off your work at a trade show!

Services

Our Work

About Us

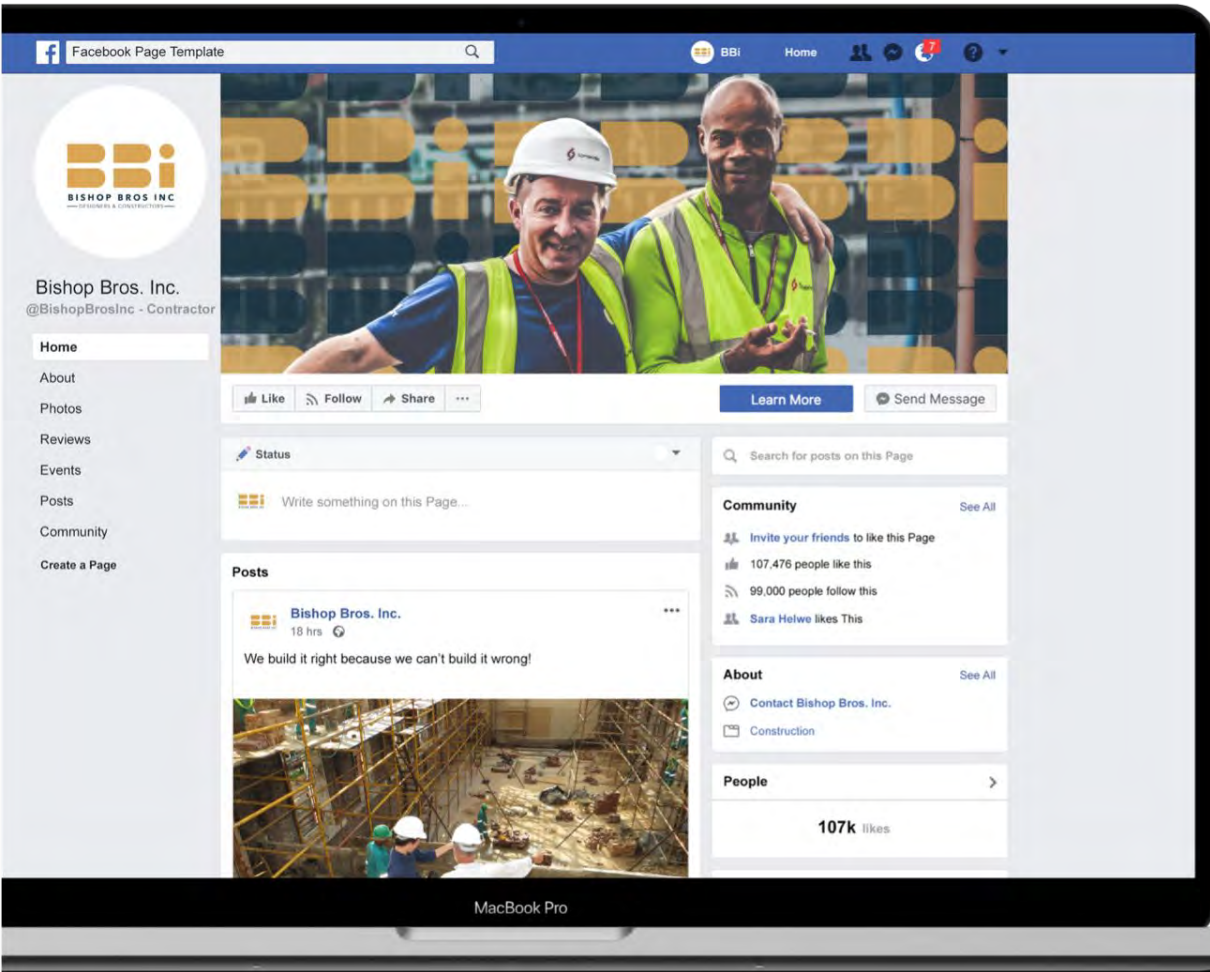
Plan Room



Hire Us!



MacBook Pro



# We Build It Right Because We Can't Build It Wrong

For our clients, Bishop Bros Inc aspires to develop a customized project plan that can meet their unique needs and is the highest quality construction in the marketplace with a budget that fits all.

[Learn More](#)

## Our Story



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Continuing to serve the greater Peoria community, the Bishop brothers pride themselves on being able to take on any project, big or small. Their expertise lies in commercial contracting and architectural design, as well as routine maintenance work and renovation.

## Our Expertise



Design



Build

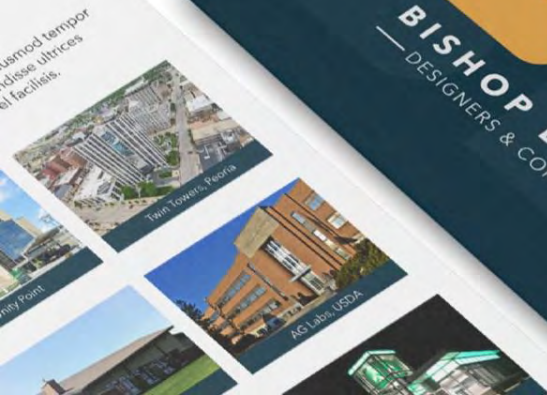


Demolish



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 www.bishopbroscorp.com



# We Build it Right Because We Can't Build it Wrong

**BBI**  
 BISHOP BROS INC  
 — DESIGNERS & CONSTRUCTORS —

## We Build it Right Because We Can't Build it Wrong

For our clients, Bishop Bros Inc. aspires to develop a customized project plan that can meet your unique needs while also being the highest quality construction in the marketplace with years worth of experience, and a budget that fits all.

**BISHOP BROS INC**  
 Bishop Bros, Inc.  
 2800 West  
 Peoria, IL

**EXP**

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## We Build it Right Because We Can't Build it Wrong

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NO POSTAGE  
NECESSARY  
IF MAILED  
IN THE  
UNITED STATES



Bishop Bros, Inc.  
2800 West Alta Lane,  
Peoria, IL 61615

# Trade Show

Presence at Chicago trade shows like the Retail Innovation Conference or NeoCon 2022 will help expand Bishop Bros' audience









**BISHOP BROS INC**  
DESIGNERS & CONSTRUCTORS

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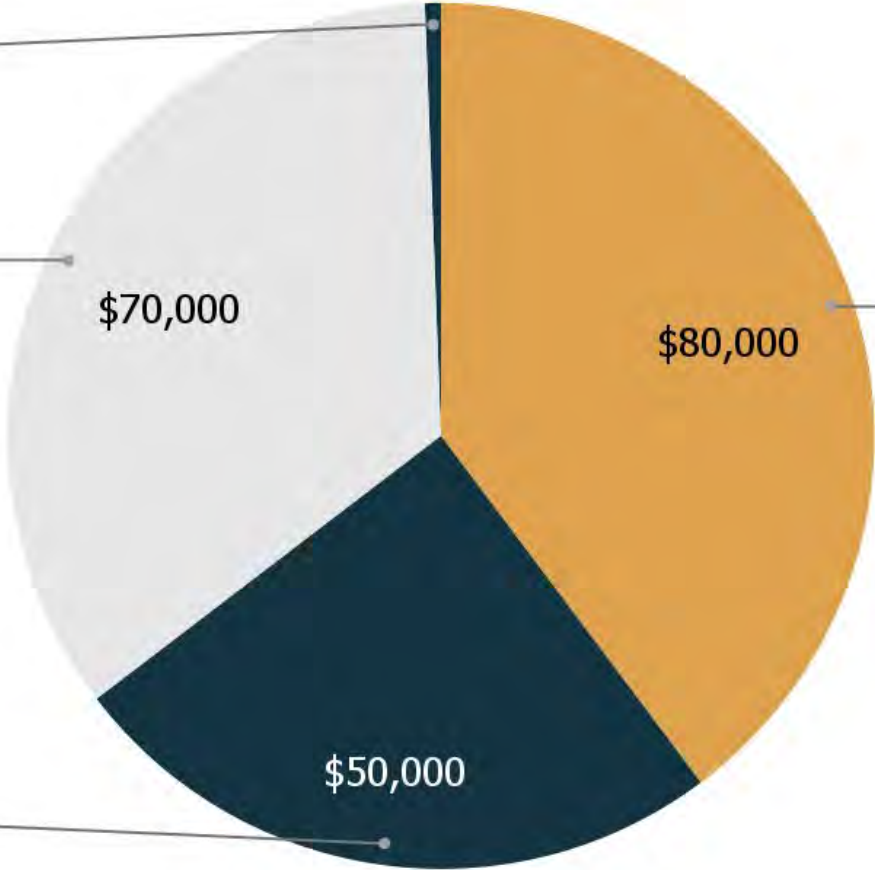
# Cost Breakdown

# Agency Costs

\$1200 Search Engine Opt.  
0.6%

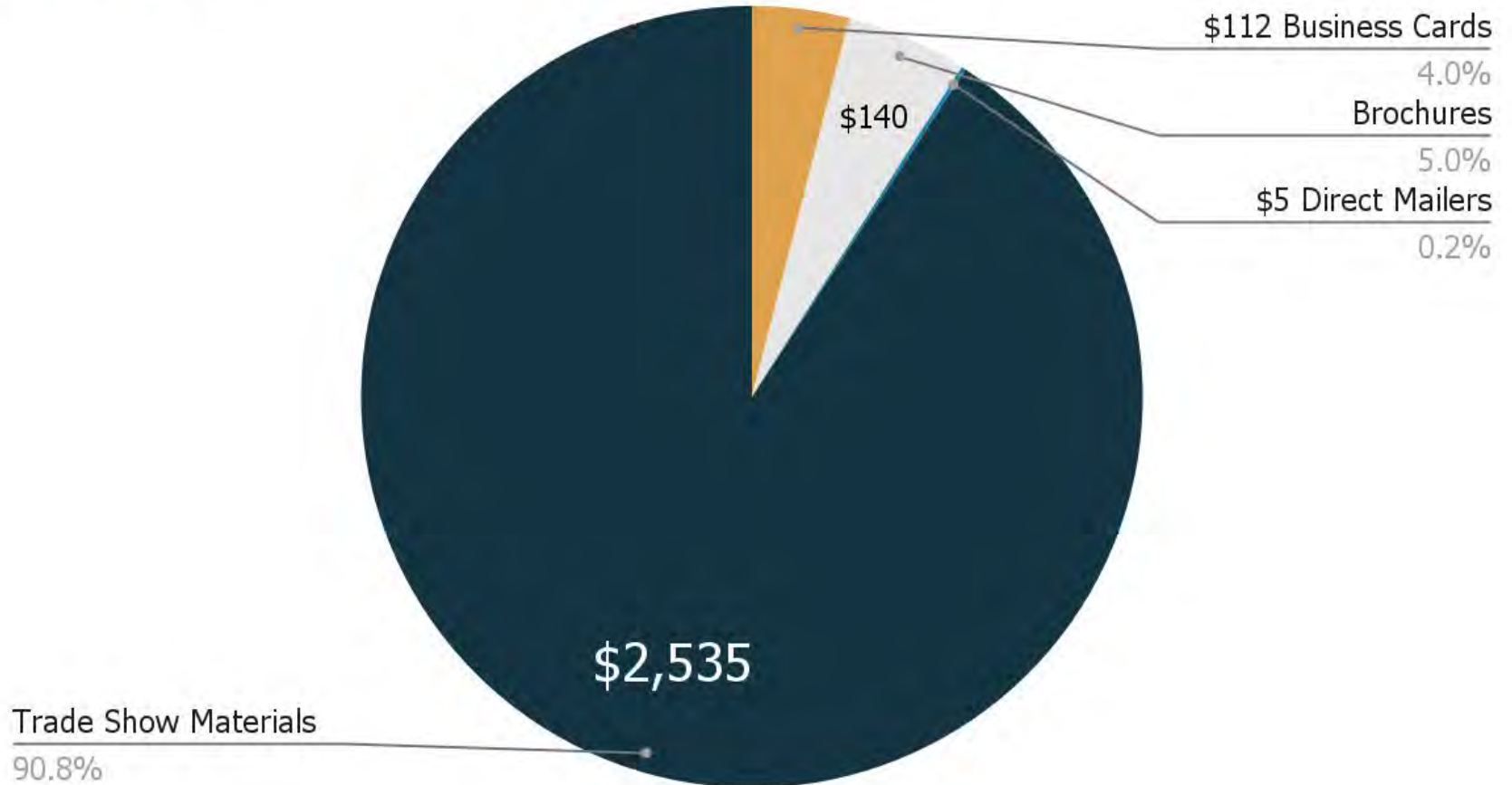
Marketing Specialist  
34.8%

Designer  
24.9%

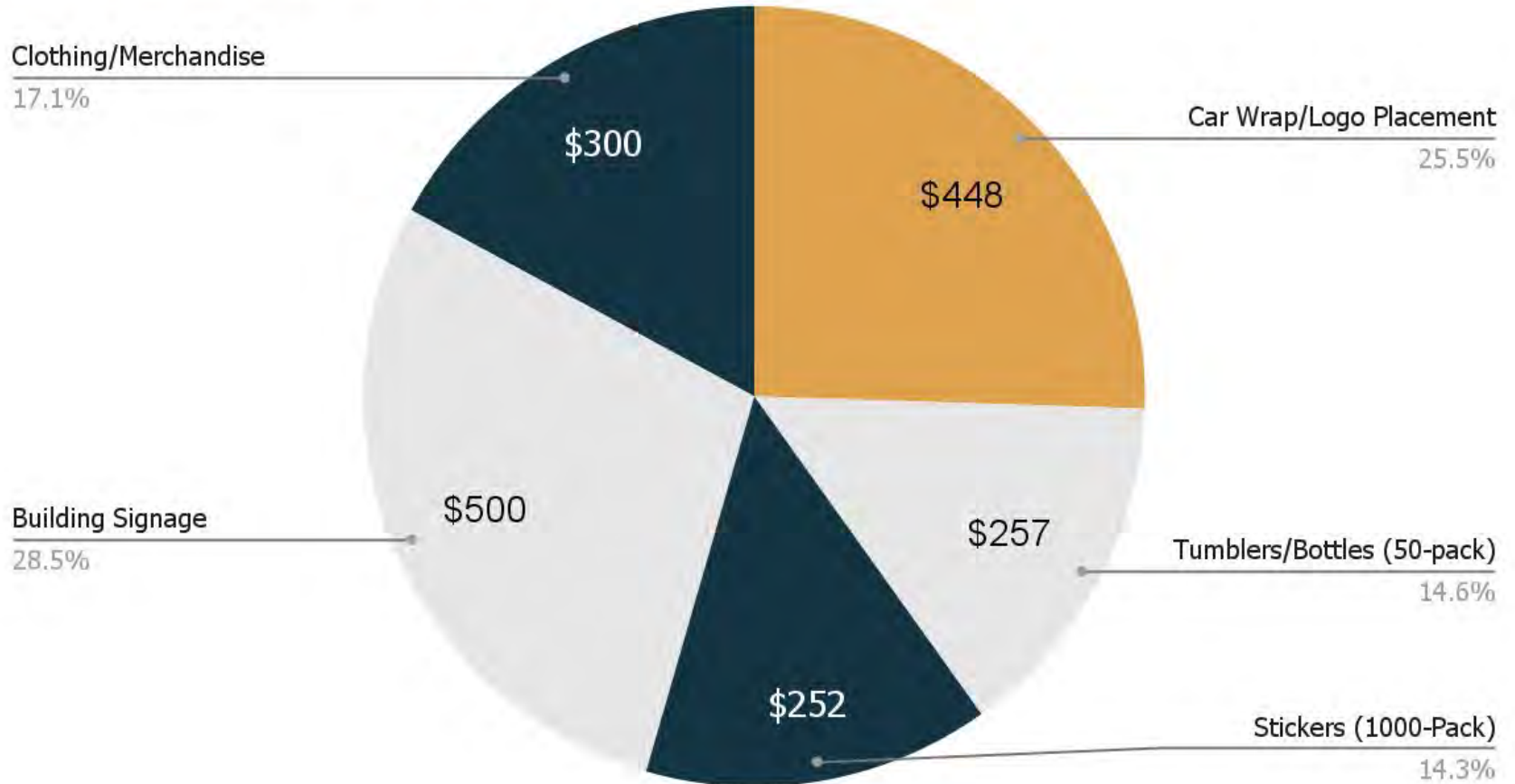


Website Developer  
39.8%

## Media Costs



## Miscellaneous Costs



# Cost Implementation Plan

## Phase 1:

Months 0-4

Work with agency to rebrand BBI and design website.

Create and implement marketing plan.

**\$80,000**

## Phase 2:

Months 5-8

Conduct trade show research and prepare materials.

Update current assets (business cards, brochures, etc)

**\$8,000**

## Phase 3:

Months 9-12

Continue to prepare for tradeshow(s).

- Retail Innovation Conference - May
- NeoCon 2023 - June

**\$2,500**



**Thank You!**