

J. B. Mouton Brand Audit Case Study

ABOUT THE BRAND:

J.B. Mouton is a 99-year old commercial contractor that specializes in \$5-25 million projects in the Lafayette, Louisiana area. The company is known for their consistent quality, precise estimating, longevity in the area, down-home personality, and community service.

CHALLENGE:

As the company begins celebrating its 100th anniversary, the current leadership is making the transition to their fifth generation of ownership. With this particular change-over, however, most of the executive team and field supervisors will be retiring in the next 5 or so years. Also, because of the recent increase in the number of projects starting in their market, construction companies from outside the area are prospecting and even winning work that would normally be J.B. Mouton's.

SOLUTION:

The Brand Constructors were engaged to conduct a Brand Base Audit of J.B. Mouton's brand, brand community, and current marketing toolkit. This audit included surveying team members, an extended visit to their corporate office, personal interviews with the executive and management team members, Think Tank, client & subcontractor survey, analysis of their marketing toolkit, and a competitive review.

RESULTS:

We confirmed that the construction and brand community views J.B. Mouton as a quality builder that consistently performs, as well as being a preferred GC for their subcontractors. We found their construction quality consistency and estimating expertise to be significant differentiators. However, these important

differentiators needed better focus and more promotion in their external marketing and internal communications.

From our audit, we were able to capture their current brand personality as the "Expert Estimators" who have a passion for "Building Science". This unique differentiator stems from



the current president's remarkable ability to consistently price out and quote projects with amazing accuracy based upon his love and study of building science. We did point out to the incoming generation of leadership that they would need to work aggressively to maintain this branding and reputation once the outgoing leadership retires. Should they fail to do so, they will need to establish a new value proposition and brand promise that coincides with the next phase of their legacy.

Showcasing their true brand personality will better align them with ideal clients, while helping them attract the next generation of key employees. Having identified what truly sets them apart from other builders in the area, we made recommendations for building out their marketing toolkit and internal communications, including: branding-focused toolbox talks, robust CRM-based sales and tracking, post-project evaluations, and redeveloping their proposal template, website, and an email newsletter to better reflect who they are and what their value proposition has to offer prospective customers.