

STUDY DESCRIPTION

Hinge undertook this study to help CEOs of professional service firms better understand the current competitive environment in their own, and similar, industries. Armed with this data, firm leadership can make better-informed strategic choices, compare their marketing activities to their peers, and identify best practices.

AT A GLANCE

The 2008 Competitive Strategy Study is a survey of 100 CEOs and owners of professional service firms in the mid-Atlantic region. Participating firms had between \$1 million and \$1 billion revenue in 2007 to qualify.

The firms surveyed fall into four major industry groups:

- > Finance and Accounting
- > Architecture, Engineering and Construction
- > Information Technology
- > Management Consulting

Results were analyzed based on:

- > Industry group
- > Proportion of government contracting work
- > Firm size

The survey explores competitive strategies used by professional service firms.

Survey Topics

- > Marketplace challenges
- > Growth prospects
- > Competitive strategies
- > Marketing plans and budgets
- > Factors driving success

Be sure to read the special section on high growth firms.

These firms:

- > Grew by 56.7% in 2007
- > Spend less than average on marketing
- > Employ different competitive strategies
- > Use different marketing techniques

Hinge is a Reston, Virginia based strategy and branding firm that specializes in helping professional service firms overcome marketplace challenges and reach their full growth potential. For more information contact Dr. Lee Frederiksen, Study Director, at lwf@pivotalbrands.com or 703-391-8870.