

COOK & COMPANY

Strategy | Branding | Communications

- Website: www.cookco.ca
- Business: Chartered Accountant
- Products: Financial Strategy, Corporate Tax, Audits & Assurance
- Challenge: A Calgary-based Chartered Accounting practice whose principal, Jeff Cook, is a recognized corporate tax specialist. The practice was thriving in spite of the difficulties of the Canadian energy industry, but Jeff and his team were actively looking for ways to expand the business.
- Initial Project: With sole proprietorships and partnerships, the brand is closely related to the personality and strengths of the leader. In the case of Cook & Company, embracing Jeff's entrepreneurial spirit became critical to the success of establishing a brand that spoke to both his level of professional expertise and his approachability.
- Subsequent Projects: Social Marketing Program and Paid Adword Campaigns.
- Current Relationship: On-going communications, discussion and projects in the funnel include a door-to-door "retro-trench marketing" project.



JEFF COOK
FOUNDER & PRESIDENT
COOK & COMPANY



“With Eleanor, I have access to an experienced, senior-level marketing resource and a proven creative team - whenever I need them. Branding my business, and developing the website is really just the beginning – and we’ll continue to rely on Eleanor’s advice as we grow our business and enter new markets.”

