



News Release: For immediate release

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JR Merit Chooses Creative Company for Marketing Strategy and Sales Support

MCMINNVILLE, OR: JR Merit, based in Vancouver, Wash., has chosen McMinnville-based Creative Company to define their market position, create marketing strategies and messages to reach targeted industries, and provide ongoing consultation and brand planning. JR Merit is a full-service industrial contractor working with customers in the power generation, renewable energies, industrial manufacturing, and process machinery industries in Washington, Oregon, Montana, Idaho, Utah, Minnesota, and California.

JR Merit's management team initially chose Creative Company to clarify the company's distinguishing benefits, generate strong sales messages and define their competitive position in order to create effectively-targeted sales tools for the utility industry. Initially three primary categories of services were defined—reliable maintenance; responsive service (primarily emergency response) and comprehensive solutions. Supporting the initial messaging and new sales brochure were PowerPoint templates to facilitate internal and external communications.

Refreshing the company's brand identity followed with templates for project case studies, digital stationery templates, and business cards to maintain a visual connection while simplifying reproduction and streamlining application. Incorporated into the refreshed brand is the brand promise, "a great experience ... every time" with quotes from delighted clients. Case study templates will allow JR Merit staff to develop and print case studies to include in sales folder and on their website.





“Creative Company has worked with us to define ourselves in relation to our markets, develop marketing strategies and solutions that blend high-quality professionalism with cost-effective flexibility,” said Megan Tucker, Marketing Coordinator at JR Merit. “In addition, they have scaled these projects over a period of time, which in the long run will allow us to complete a more comprehensive marketing program for our company.”

The strategies provided by Creative Company reinforce the internal work to build a strong vision, core values and mission for the fast-growing company. The communication tools have enhanced the effectiveness of sales presentations to specific audiences while communicating the strengths of the organization and its philosophy of partnership with clients.

“Working with JR Merit has been rewarding,” said Creative Company president and founder Jennifer Larsen Morrow. “The company is strongly grounded in their guiding principles and the outstanding experience they deliver, along with a unique approach to teamwork and problem solving. The messaging and communication tools we’re providing will help to distinguish them in their market as they continue to grow.”

Creative Company will continue to guide the marketing program and implement the refreshed brand and new strategies into the company’s website, internal posters, and other sales materials to support JR Merit as they move into new markets and industries.

Established in Salem, Ore. in 1978, Creative Company relocated to McMinnville in 2001. Creative Company’s work in strategic marketing and branding has achieved exceptional results for food producers, financial and professional services firms, colleges, and manufacturing companies in the Northwest and beyond. Creative Company advances businesses and organizations through strategic thinking and comprehensive brand programs. For more information on Creative Company visit www.creativeco.com.








Reliable. Responsive. Comprehensive.
Careful planning.
Attention to detail.
Professional management.



Scope of projects

- Equipment cleaning and repair
- Technical outage-related bearing replacement
- Overhead crane overhaul and load testing
- Turbine overhauls
- Powerhouse rebuild
- Hydroelectric project decommissioning
- Fish screens intake refurbishment
- Spillway gate chain redesign
- Turbine runner cavitation weld repair
- Wicket gate adjustment
- Valve replacement
- Settling bearing clearances
- Canal repair
- Headgate installation
- Fish screen rehabilitation
- Flowline installation/ replacement

"This outstanding accomplishment for our ratepayers could not have occurred without the fine individuals... who stood up to this challenge and embraced it."
--PacifiCorp Energy

"When leading a client, the devil is in the details. JR Merit always knows the project more intimately than anyone else involved."
--Project Manager, Utility Company

"JR Merit are good 'planners, communicators and schedulers' and are therefore experts at putting teams together. That is why JR Merit is so good at a variety of things."
--Utility Company

"Whether it is designing, installing or starting up equipment systems, JR Merit is very capable and available at any time to ensure that value is delivered to the customer regardless of the size and scope of the project."
--Program Manager - Heavy Equipment Manufacturer

"American Fork specifically had the mark of JR Merit innovation."
--PacifiCorp

JR MERIT
General Service: 360.493.7474
Emergency Response: 877.493.7474
jmerit.com

JR Merit delivers.

With more than 400 projects completed for the utility industry, JR Merit is a proven expert at bringing versatility, innovation and outstanding resources to each challenge. From performing as a general contractor on complex, multi-million dollar installations to managing general maintenance projects or providing exceptional response to emergencies, count on JR Merit for heavy mechanical and industrial contracting projects.

Projects completed on schedule, reduced outage time, exceptional teams who respond quickly 24/7--our clients count on our partnership, insight, knowledge and proven ability to solve complex issues.

Call on JR Merit for:

Reliable Maintenance | JR Merit's demonstrated creativity and ingenuity when approaching an intricate maintenance project has been called upon repeatedly. The result? Reduced outage time and maximized power generation. All projects, large or small, are completed with skill and attention to detail.

Responsive Service | Count on our rapid response when disaster happens, from dam breaches to mechanical equipment failure. Our network of skilled and experienced resources is deployed quickly, even under the most challenging circumstances and weather conditions.

Comprehensive Solutions | An integrated solution that covers assessment, design, planning, building the right team, project and timeline management, final installation and evaluation.

Our flexibility deploys the right team for each project. Our attention to detail ensures we know your project better than you do, and can proactively manage to a successful conclusion. Our experience delivers resolutions that exceed expectations.



Debris screen removal for repair of existing fish screens and installation of new ladder gate chains on the Lewis River system.



Powerhouse after three days of heavy rain on top of snow impacting unit 13 generator.



Line 4 Turbine Runner Replacement. Below: Power line dismantling and roof access beam at work.

Reliable

Resourceful and Versatile Hydro Maintenance

Client: Multiple
Location: Western region

Experts at Putting Teams Together

Labor support, technical expertise and skilled teams respond for routine maintenance, crane inspection and repair, gate modifications and alignment, process piping, equipment system installation, precision shaft alignment and confined space rescue service--to keep your installations running smoothly and efficiently.



Responsive

Swift 13 Landslide Emergency Response Reduced Outage Time

Client: PacifiCorp
Location: Washington

Standing Up to the Challenge

JR Merit provided construction and cost management to the client, facilitating the schedule management, reporting to the client while coordinating the activities and demands of a constantly evolving "assess and respond" project scope. JR Merit's responsiveness and keen resourcefulness reduced an estimated 6-month outage to 45 days, and managed 45,000 incident-free man hours.



Comprehensive

Prospect Unit 4 Turbine Runner Replacement Gets Things Moving Again

Client: PacifiCorp
Location: Oregon

Always Knows the Project

This engineer, procure and construct contract was facilitated by the JR Merit team on Line 4 Turbine Runner replacement. Project required temporarily detaching power lines and creating a roof opening for removal without the use of an overhead crane. The project was completed on schedule, incident free and provided the owner with a more efficient hydro-unit.



Creative Company clarified JR Merit's distinguishing benefits and generated strong sales messages, which were then applied to communication tools such as this sales brochure.

