



FIREBRAND

Firebrand LLC and McClay's

2025 TRAILBLAZER AWARD WINNER

ELEVATOR PITCH

McClay's is a multinational family of brands covering two generations and has a strong reputation for quality service across various sectors in the US and Canada. However, our branding, messaging, content, and websites (we had four different sites—all were dated and performing poorly) didn't communicate the value of doing business with a McClay's entity, nor were the sites and critical details of the businesses easy to find. We also wanted to communicate how the different entities complemented each other and the quality of their people.

The leadership wanted to match their brand, messaging, digital presence, and visibility to the quality of leading VC-backed companies.

The new brand, messaging, behavioral marketing strategy, blogs and articles, social media posts, and custom website Firebrand created for us did that and more. We generated significant performance improvements, entirely organically and unpaid, seeing 113 to 2000% increases in visibility, search engine ranking, and sales performance.

MEASURABLE RESULTS AND OBJECTIVES ACHIEVEMENT

After launching the new brand and consolidated, modern website (mcclays.com) in mid-2024, McClay's received very strong and positive feedback from existing customers, new sales leads, and internal team members across all the companies and divisions. We started seeing improvements across the board immediately after launching.

Late in 2024, we moved into the second phase, adding new content, blog posts and articles, monthly SEO updates, and branded social content.

Metrics and outcomes include:



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- +113% increase in organic search acquisition and +139% increase in organic search traffic.
- Captured our first placed (unpaid) article
- 13 short + unbranded keywords captured with an average ranking increase of +42.
- We pegged the simple, one-word keyword "mcclay's" at first place on Google, nationally.
- Website health metrics increased from the 50th percentile to the 96th percentile.
- 20X growth in Organic LinkedIn Impressions
- 20X growth in Organic LinkedIn members reached
- 7X growth in Organic LinkedIn clicks

BLAZING A TRAIL

We worked with Firebrand to leverage behavioral science and a proven approach to establishing a voice of authority.

Our new logo is strongly differentiating and stands apart in the industry. It's fresh, modern, and yet familiar in a space that doesn't like to lose its roots. Our brand guidelines and assets empower McClay's team members to consistently execute sales materials and decks that are engaging and differentiated. Sales and marketing departments feel even more confident in pitching to big corporations and looking as sharp as competitors several times their size.

Using Firebrand's behavioral approach to branding and content, sales leads are more targeted and warmer, and we gain more conversions from the new site and our branded assets.



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Industry-leading website performance: Our fully custom site is very fast, with 96% health metric score, ranking in the top 10% of sites according to SEMRUSH. We also have a 100% score for crawlability and site performance.

Many site elements, like using code to build and animate the wireframe "M" logo, are custom and unique. (Which is usually done with clunky videos.)

VIDEO LINK



OTHER MATERIAL