



MDS | JOURNEY TO A GLOBAL BRAND

IN THE BEGINNING

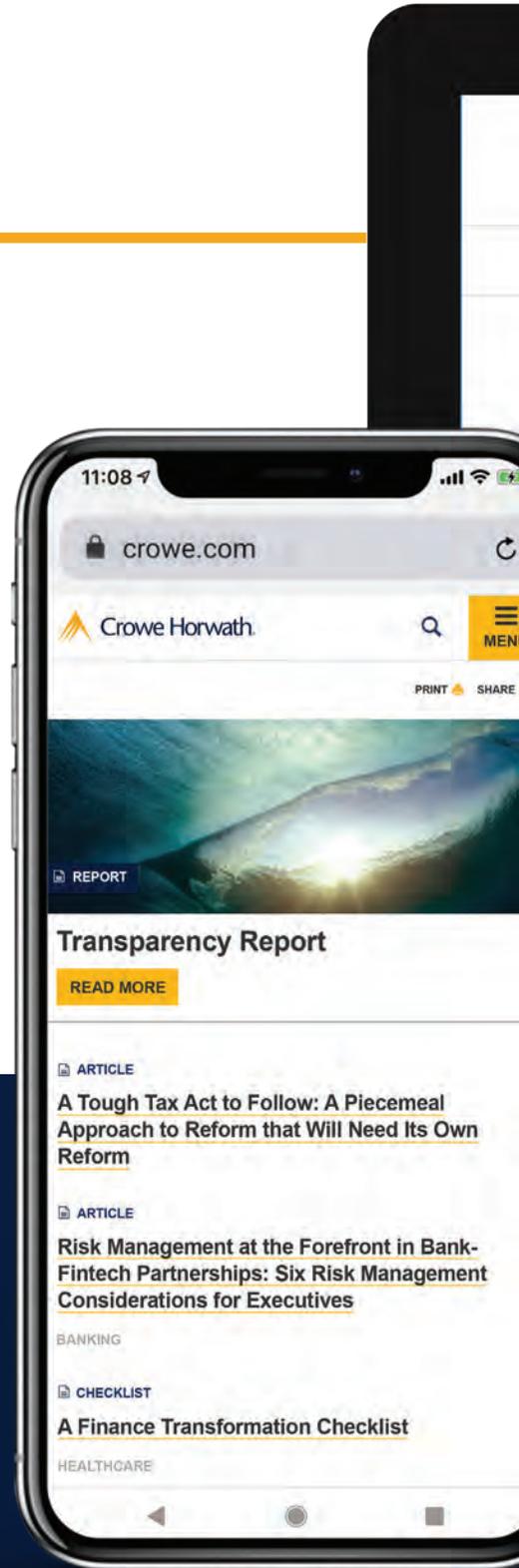
Crowe was founded as Crowe Chizek, a partnership formed between Fred Crowe and Cletus Chizek in South Bend, Indiana, in 1942. For most of its history, it was a regional accounting firm with offices throughout the Midwestern United States. From 1991 on, it strengthened its affiliation with Horwath International, a global collection of accounting and consulting firms, which culminated with the firm rebranding itself as Crowe Horwath LLP in 2008.





BEYOND THE MIDWEST

As it progressed through the 21st century, the firm's presence expanded nationwide, with the opening of new offices in New York, Los Angeles, Silicon Valley, and other major markets. We added new services and industries, and began making substantial investments in technology. And in 2014, we embarked on a major effort to change our brand positioning, including messaging and visual identity.





REPORT

Transparency Report

READ MORE

ARTICLE



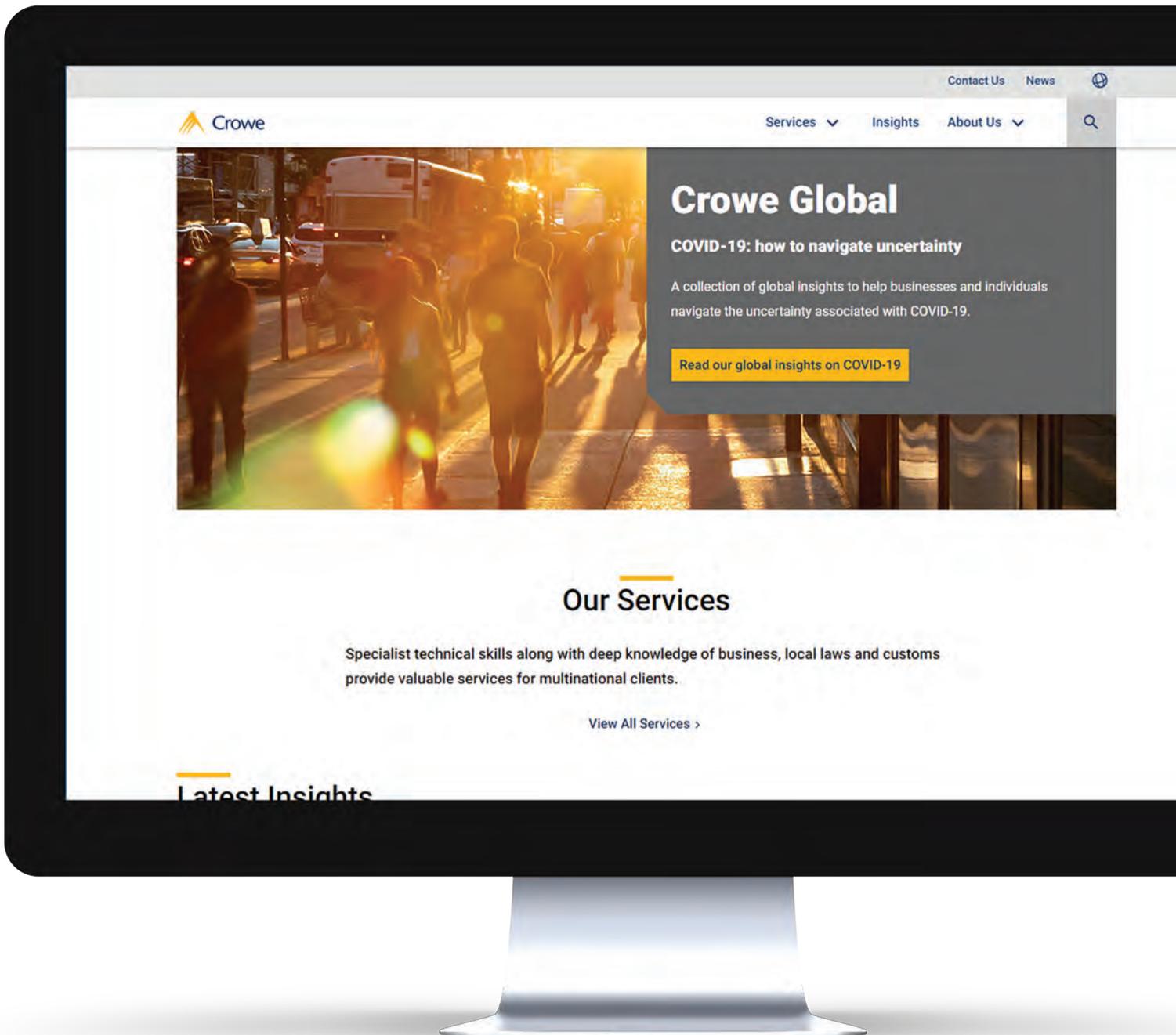
ARTICLE



CHECKLIST



A GLOBAL COMPANY



Contact Us News



Services Insights About Us



Crowe Global

COVID-19: how to navigate uncertainty

A collection of global insights to help businesses and individuals navigate the uncertainty associated with COVID-19.

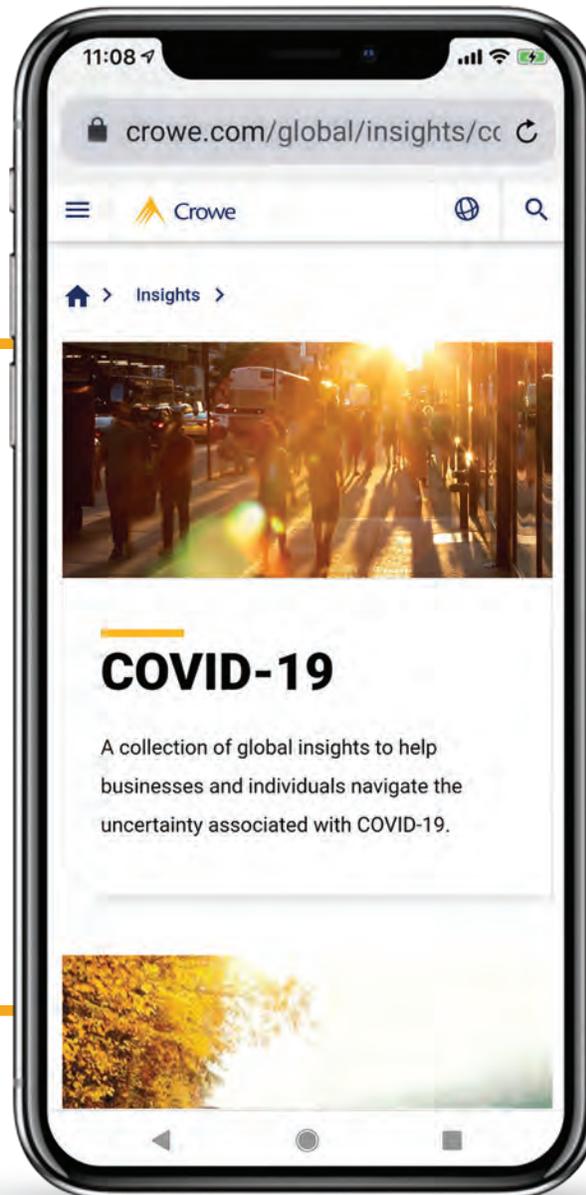
[Read our global insights on COVID-19](#)

Our Services

Specialist technical skills along with deep knowledge of business, local laws and customs provide valuable services for multinational clients.

[View All Services >](#)

Latest Insights



In 2018, the firm dropped “Horwath” from its name and became Crowe LLP. Now a global company with offices in London, New Delhi, and Grand Cayman, we came closer to hitting our longtime goal of \$1 billion in annual revenues. For MDS, this meant a refinement of our visual branding and a complete overhaul of the Crowe corporate website.

DIGITAL FIRST

MDS is helping the firm respond to today's challenges by taking a digital-first approach to marketing, working with our internal clients to develop solution-specific messaging, and optimizing our firmwide brand.





VIDEO PRODUCTION



OUR PAST 5 YEARS

MILEST

2016

Redirected firmwide and go-to-market funds toward vertical marketing strategies.

2017

Began laying the foundation for rebranding, with the goal of dropping “Horwath” from the company name.

2019

Created a marketing demand center and expanded our support of Crowe business units.

ONES

groundwork
which included
"ath" from
me.

2018

As part of our overall branding efforts, redesigned, reorganized, and launched a new corporate website.

2020

Pivoted to a digital-first approach to marketing due to COVID-19 shutdowns.





IN LINE WITH MARKET TRENDS

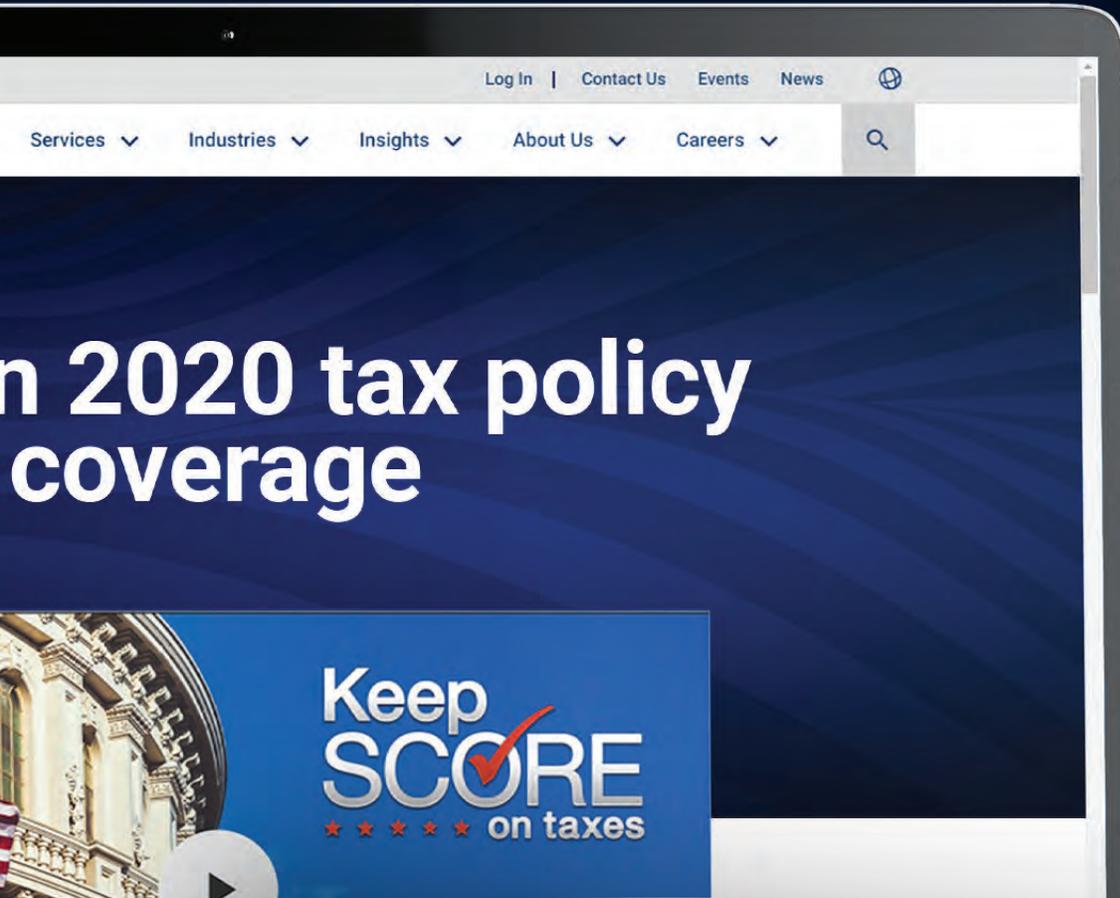
MDS has worked on campaigns that address the changing economic, political, and social winds of our world. Though these took on complex and often controversial topics, we handled each one in ways that managed to be compelling without risking the firm's reputation.

COUNT ON CROWE

Our firm's ongoing Keep Score on Taxes campaign has two aims: The first is to position Crowe as the leading, non-partisan resource on the 2020 presidential candidates' tax proposals for our clients and prospects. The second is to generate sales leads in order to increase our market share and revenue growth.

We'd run similar campaigns during the 2012 and 2016 election cycles, which centered on a series of printed scorecards that compared the major candidates' tax proposals. In 2020, the COVID-19 pandemic shutdowns forced us to quickly recalibrate and push the entire campaign through digital media.





Tax policy news and analysis. Right in the palm of your hand.

During tax season and election season, you can count on Crowe for timely and accurate updates.

INTERACTIVE PAPER

Start here for insights into candidate tax policies

Election 2020 tax policy coverage

Keep SCORE on taxes

This election season, check "learn about candidates' tax policies" off your list

Get a preview of our election coverage

Not working?
 Android: Turn on "NFC" in your phone settings
 iPhone: Install the app "Interactive Paper"

Learn more about our digital candidate scorecards

Sign up for our Tax News Highlights weekly e-newsletter

*The app is available starting from model iPhone 7



SEED TO SALE



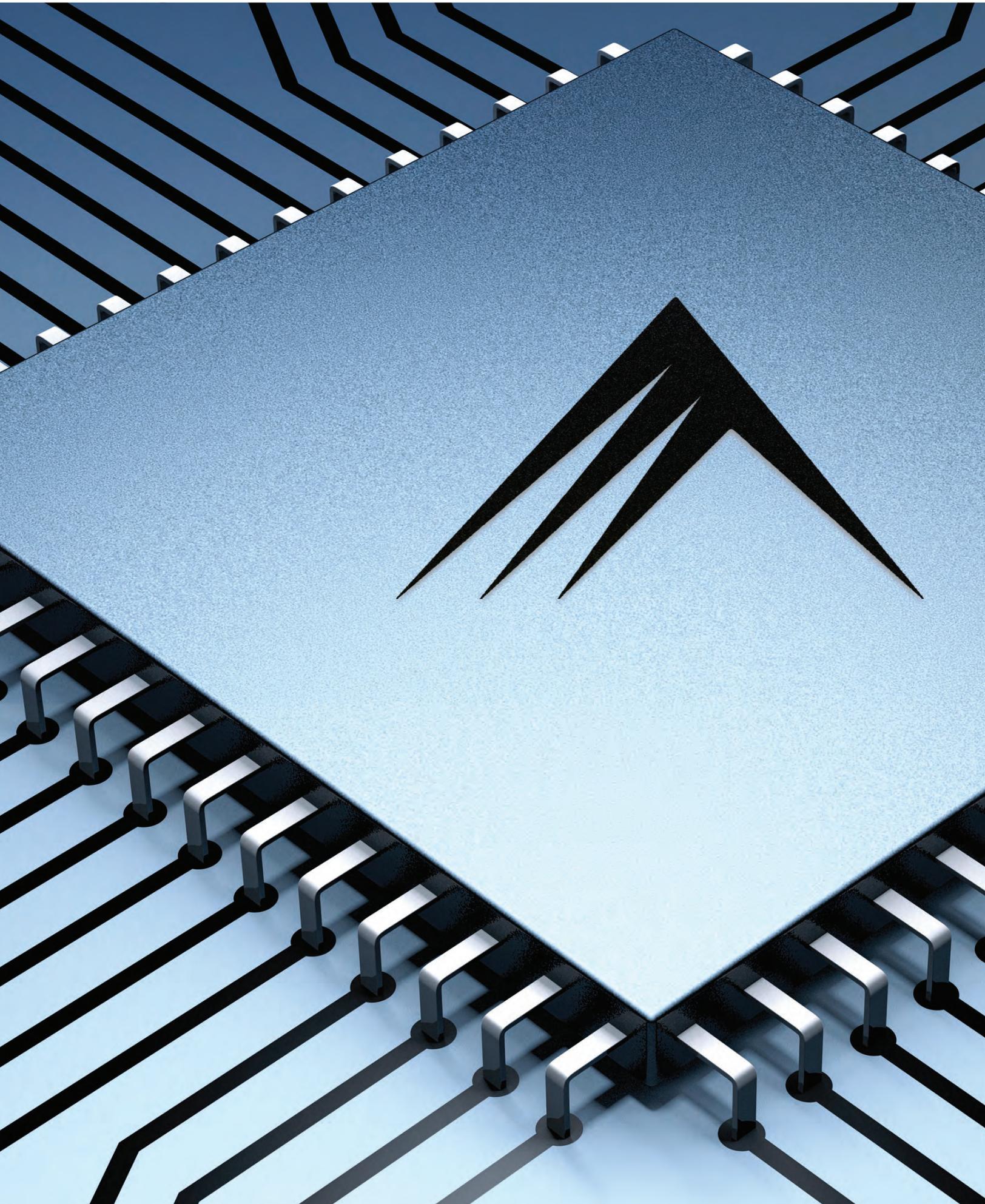
With a new era comes a new image. The experience for today's cannabis consumers is often upscale and chic, similar to what they might find at Starbucks or Urban Outfitters. The move towards mainstream acceptance has brought a wealth of new applications, including topical oils and creams, gourmet edibles, and vaping products. With that in mind, we have pursued a modern, artful and contemporary approach to Crowe cannabis offerings and our clients in this space.

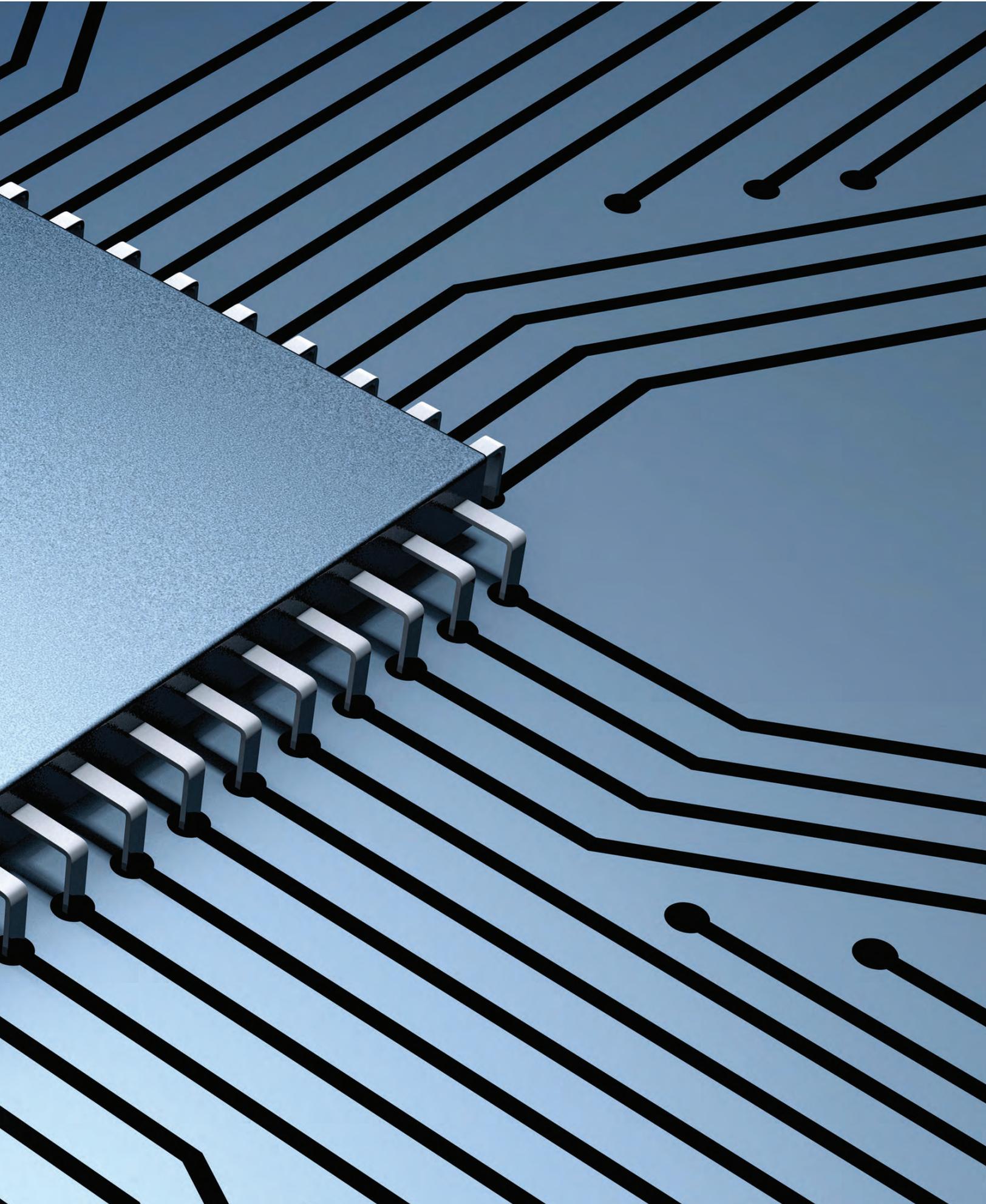




THE SMART CHOICE

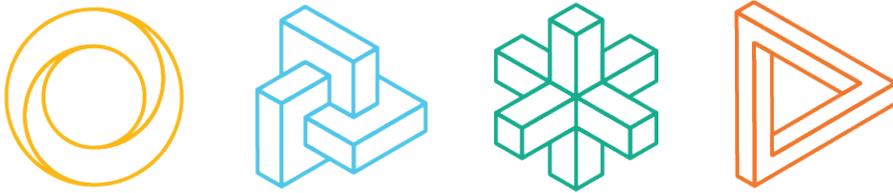
While accounting advisory is a piece of many of the services Crowe offers, it has never been recognized as its own business unit – until 2021. To help launch this BU, our creative concept honed in on the combination of deep expertise and customized service that sets Crowe apart. The campaign concept ‘Make the Smart Choice’ pairs compelling copy with sophisticated imagery to reach our target market of C-suite executives.





CORE PURPOSE AND VALUES





CARETRUSTCOURAGESTEWARDSHIP







FORWARD THINKING

MDS has evolved as our firm has evolved. We have adjusted our go-to-market strategy to move up-market, managed significant geographic expansion and integration of other firms, and developed deep specialization in a range of markets through new products and innovative solutions.

