

Chapter 6

Banking on a Better Story.



Someone will always steal your pie...

It's a familiar situation. Your business leverages its collective innovative mind and creates what turns out to be a WOW for you and your industry. Business grows and you're leading the pack... but for how long?

Opportunistic competitors see the success and want to put their name at the top of the list. They bring their 'kinda similar' offerings to market and present them as a viable alternative to your offering; a hopeful approach for those wanting to seize the opportunity you've created. It's an inevitable cycle found in every industry of business.

Positioned to lead...

Our client found themselves in this exact situation. In the early 90's they introduced an innovative approach to deal with failures in the steel of downhole tubing. They perfected a proprietary process to make standard steel harder, and in doing so, found a way to dramatically reduce the number of downhole tubing failures.

Over time alternatives and competitors came to market bringing messages of 'extended tubing life', 'harder-than-steel' and 'stronger tubing'. Our client's message was getting muddled and their market was getting confused on the real value they received. Our client's offering was starting to be perceived as an expensive alternative with less value than it initially had, with features and benefits doing little to present their real value. Our client knew there had to be a better way to tell their story... and there was. It was found through the efforts of **Positioning**.

For us, positioning is more about what you do to the mind (and heart) of your market than what you do to your product. For this client,

our efforts began by understanding the value they believed they brought to their market.

***What did their customers truly value?
Why? What would they need to hear to
be interested in our client's offering?***

Positioning

Through a series of semi-structured interviews, we reached out to our client's market and started to get inside their collective mind, and we sought an answer to the question of "Why You?"

***If you don't answer the
question "Why you?"
someone else will.***

Through our efforts, we discovered how the market viewed our client and we uncovered the alternatives within their industry. More importantly, we figured out what it was about their offering that the market most valued.



Surprisingly, it was quickly learned that our client's two target markets had competing interests and needed to be presented with two different versions of the same story.

With these powerful insights in hand, we presented their offering in a way that was unique from their competitors and more valued by their market. Their revised story focused on the ROI received from increased uptime of wells and decreased downtime from tubing failures. Their message was updated and presented as:

"A Strong Investment in oilfield production"

Packaging

Our client now needed a way to package up their story and share it with their market while following the long and arduous B2B sales cycle common in their industry.

How could we effectively communicate their message to their market long after the salesman left the room?

We set out to reDesign a series of attractive and interesting marcom materials that were completely different than what was expected to be used. Bright corporate colors offset with the crisp metallic images of a bank vault were used throughout their brochures and website to get attention and convey a higher-end offering. Their website featured a modern format using vertical parallax scrolling to allow viewers to go below the surface to uncover their sizable return from our client's product.

Promotion

Equipped with a unique Position and effective supporting materials, we set out to promote our client's offering and get them the attention they deserved. The launch of their revised story happened at an international

trade show in Mexico. Salesmen were dressed like Men-In-Black, guarding client branded reams of money bursting from an over-filled bank vault, themed to get attention and show the impressive ROI achieved by a producer when they invest in our client's product and reduce the cost of downhole tubing failures.

The outcome... our client attracted the attention of multiple international distributors and customers while having the busiest booth at the show... and that was something they could take to the bank.

Key Points

- **It's not about you, it's about your market.** Listen to what your market has to say and figure out what they really value... then give it to them.
- **Be different.** Tell your own story in a way that's unique compared to your competitors. Avoid platitudes like the plague. Everyone says they are world-class or industry-leading... be different.
- **Be bold.** Take a calculated risk and stand out. It's the best way to get you the attention you deserve.



The start of something amazing...

Need a little help with your own story? Curious what makes you unique & valued?

Building a great brand and telling a story worth repeating takes insight, courage and dedication. We're honoured to play a significant part in that process and would love to see if we're the right fit with you. Connect with us and let's see what we can do for you to create your own unique & valued Position.



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why you?