

Chapter 9

Be known by the company you choose.



Building a corporate legacy.

“What will we be remembered for?” It was quite the thought provoking question. Not surprising from the visionary leader of one of our earliest clients. Mike and his team had found success in creating their company through a series of great strategic events and corporate acquisitions. Growth was evident and their future looked bright. However, he felt it wasn’t enough. The long term success of their company needed to be based on their ability to position their offering as unique and valued within their crowded marketplace.

Positioned to lead...

Early one morning we got the call to present our innovative approach for distilling their brand and for refining their company’s brand position. What was expected to be weeks in deliberation in choosing the right branding / communication firm turned out to take only hours. We were on our way to leading our client through a redevelopment of their full brand and all their supporting materials.

Positioning

Our initial efforts focussed on getting a solid understanding within the company itself. Who did they think they were? What did they believe was their value proposition? Who else operated in their world and who looked to compete with our client for a share of the mind and wallet of their market?

Ten days of internal interviews and observations reaching nearly 100 employees across two cities gave us a pretty clear understanding of their culture and the perspective we needed to describe who they thought they were. For our client, they believed their unique value proposition was the fact that they offered a wide range of products through one shop. But what did

their market think? Only a series of external interviews could answer that all important question.

Over the next few months we focused on getting inside the mind and heart of their market. Current customers, future customers and past customers were all interviewed to uncover their unbiased perceptions of our client’s industry, our client’s competitors and their perceptions of our clients directly. It was the core insight needed to answer the question “**Why you?**”

With more than 50 semi-structured interviews completed it was clear that some of our client’s perceptions **were a little off kilter.**

If you don’t answer the question “Why you?” someone else will.

Our client’s value was found more through the services they provided than through the well known products they distributed, which happened to be under other company’s brands.



With these powerful insights in hand, we created a unique brand story and the supporting identity elements that presented their offering in a way that was unique from their competitors and more valued by their market. Their reVISED story presented their company as a human and friendly group, where the people delivering the equipment are seen as accessible, knowledgeable and real and authentic.

A new tagline was crafted to feature their personable approach beyond products and equipment, eloquently stated as:

“Be known by the company you choose”.

Packaging

The visual elements built upon the strong history of the company and presented them as a modern organization. The visual identity (logo) was refreshed into a current design with fonts, color and visual elements chosen to support their Primary Brand Attributes of:

- human and friendly;
- accessible;
- knowledgeable; and
- solid and real.

Bright colors stood strongly against a white background to both capture attention (in print and signage) and evoke the emotional responses they were seeking to create.

Promotion

Once the rebranded position and supporting visual elements were created and adopted, we set out to integrate the refined brand into their daily activities. Workshops were held to communicate the essence of the refined brand to all employees in order to ensure consistency in its communication. Client

facing materials and presentation templates were redesigned to reflect the new brand and corporate image... all equipping our client with the tools necessary to present a consistent and unified message to the world and to present a story that answers their question of **“Why you?”**

“For the industrial hardworking men and women looking for more than just great products, our client is the service provider who is here for their friends when they need them; with the expertise and knowledge they need”.

Our client knew who they were and now were able to tell their brand story and create the legacy they were hoping for.

Key Points

- **You are often more than the sum of your products.** Look beyond the common products you offer to see value in ‘how’ you service your clients.
- **Evoke emotions.** Tell your own story in a way that evokes emotion. Avoid platitudes like the plague. Anyone can say they are world-class or industry-leading... stand out and inspire your audience to know who you are in their minds and their hearts.
- **Be bold.** B2B doesn’t mean boring to boring. Stand out and get the attention you deserve.



The start of something amazing...

Need a little help distilling your own brand? Curious how to tell your own brand story?

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 Brand Position.



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why you?