

# Hi. We're reBox Creative, and we think you might be the one.

Every great relationship begins with a simple 'Hi' or 'Hello'. It's the entry point to getting to know someone and ultimately deciding if they might be the right one—the right partner, the right colleague, the right advisor, the right friend, the right client or the right firm.

It not about good or bad and it's not about now or never. It's about the right fit at the right time. So what's our half of the right fit? Who are we?

We're a firm that's been called a few different names. Marketing strategists. Branding and communications specialists. Wildly creative and tenaciously practical. Grounded, yet not...

For us, we refer to ourselves as the firm who helps you figure out what to say, then helps you say it to get you the attention you desire.

We're storytellers and distillers of the finest brands.



# The power of a great brand

Behind every successful company is a well-positioned brand. It drives sales and powers marketing efforts. The brand story is clear and the value proposition it presents is perceived as unique & valued. Your brand is the most effective tool to win over customers and attract employees or investors. It's the great brand that drives *effective* marketing strategy and *efficient* execution.

## Effective & efficient

Your company works hard to reach the right potential customer. Time and money is spent on sales calls, trade shows, websites, brochures, advertising, and responding to RFPs. **Is it working?**

If you aren't coordinating all your efforts through a concerted marketing strategy, then you're likely just making noise and wasting money through disjointed efforts.

Consider the most effective brands today. GE. IBM. Apple. They're the ones who leverage their well distilled brand to present their story better than the rest. Through concerted efforts and effective marketing strategy, they do so more effectively and efficiently than most.

## Creating the Box

When reBox Creative set out to change the world of B2B(2C) branding we knew it had to be based on driving effectiveness and improving efficiency. It had to be more than pretty pictures. The success of our firm would need to be tied to our client's success.

To do so, we needed to work with those client's who fit our style. They had to trust our expertise and listen to the most important opinion — their customers.

Since 2011, we've found those clients and have had the pleasure to dramatically improve their marketing effectiveness and efficiency.

## Why us?

As a branding and communications firm serving B2B(2C) clients, the marketing strategies and communication plans we create build upon three fundamental traits which set us apart from others:

### Perception

Our focus is on the opinion that matters most and it's usually NOT yours. Our firm's framework is built on the practice of behavioural economics, ethnographic research and perception psychology to create messages that influence the mind and heart of your market.

### People

At the heart of our work is the principle that companies are about people, and people make decisions based on emotions and internal motivators, *especially* in the B2B(2C) world. We leverage human psychology to focus all communication on reaching individuals at an emotional level—to influence your customer's **before** they buy.

### In-context

Everything we do is focused on presenting your brand in the context it is received. If we're designing your trade show booth, we not only consider how it looks by itself, but how it stands out from the others during the show. It's about how people in the real world experience your message when it's encountered.

Find out more about who we are and what we do.  
Reach out and say "Hi."  
It might be the start of something amazing.

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**Or reach out:**  
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