



Banking on a Better Story

+700%

increase in highly qualified leads

~\$4 M

worth of new prospective business
from refined branding efforts

6+

international distributors chosen as a
result of the new distilled brand

The Competition is Always at Work

It's a familiar situation: your business leverages its collective, innovative mind and creates what turns out to be a, "WOW!" product. Business grows and you're leading the pack...

But for how long?

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

Losing Their Lead

In the early 90s, our client introduced an innovative approach to deal with failures in 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. The future was bright, but not for long.

Over time, 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 now perceived as an expensive alternative to traditional steel with less value than it initially had and features doing little to convince their prospects. They knew there had to be a better way to tell their story and market their offering... and there was. Through the brand distilling efforts of Rebox.

SERVICES PROVIDED

- ~ Brand Positioning
- ~ Trade Show Concept
- ~ Website Design
- ~ Marketing Communications
- ~ Advertising Efforts
- ~ Internal Training

INDUSTRIES SERVED

- ~ Oil and Gas Services
- ~ Manufacturing
- ~ International Distribution

Rebox, a B2B Brand Distillery
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REBOX
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For our client, we needed to effectively serve their well-distilled brand so it would reach the mind (and heart) of their market. In this case, our efforts began by better understanding the market perceptions that held our client's offering and brand accountable.

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

Distilling the Brand

Through a series of semi-structured interviews, we engaged our client's market and started to get inside their collective mind and heart to answer the question of, "Why you?"

We discovered how the market viewed our client and we uncovered the alternatives used within their industry. More importantly, we figured out what it was that made their offering the most valued on the market.

Surprisingly, it was quickly learned that our client's two target markets had competing interests, and as such, they needed to express two different versions of the same distilled brand story.

With these powerful insights at hand, we served 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; two critical issues for our client's market.

The message was updated and served as:

"A Strong Investment in Oilfield Production."

Packaging the Brand Story

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 that is common within their industry.

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

We redesigned a series of attractive and interesting marcom materials that were completely different than what was expected to be used within the competing market. Bright corporate colors, offset with crisp metallic images of a bank vault, were presented 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.

Serving the Brand

Equipped with a well-distilled brand neatly packaged in an effective set of sales support materials, Rebox set out to develop and execute a marketing strategy that promoted our client's offering. We launched their refined story at an international trade show. Our clients—dressed like Men-In-Black and guarding client-branded money bursting from an over-filled bank vault—got the attention they desired. All the while showing an impressive ROI received with a reduction of costs associated with downhole tubing failures.

The Result

Our client attracted the attention of multiple international distributors and customers while having the busiest booth at the show. And that was something they took to the bank.

KEY TAKEAWAYS

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

Need a little help distilling your own brand and brand story? Curious what really 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 for you.

