



Making a Stand Up Product Stand Out

138:3

138 initial features and benefits
distilled to 3 UVPs

~5

prominent competitors

1 Big Sale

to a happy new owner

Together We Stand Taller

Operating in the world of portable vertical storage solutions for Oil and Gas well site operations, Quickthree Solutions is a company with a unique and innovative family of products. They provide enormous value to their clients but they had a challenge in communicating such a large number of benefits without overwhelming their prospects. Their message was often presented as a machine gun list of bullet points with scattered bits of disjointed information.

Rebox was engaged to refine their story and distill their brand message into a tight and cohesive package. This work would be necessary before redesigning and developing a refined website and marketing communication materials for promoting their company and its potential sale.

With our analysis, we concluded that our client had three Unique Value Propositions (UVPs) that mattered to their market: (i) their products reduced the **Total Cost of Ownership** for their customers; (ii) their products dramatically enhanced **Employee Safety** for their customers' employees; and (iii) their offering dramatically improved the **Environmental Responsibility** of their client's oilfield operations.

More Than a Bullet

Time and again, product branding gets lost in lists and bullet points highlighting overstated features and less-than-unique benefits. While some might think you have to present absolutely everything, doing so actually proves

to be counter intuitive. Presenting too much information leads to information overload which often results in prospect disengagement and lost sales. Hardly a recipe for success.

SERVICES PROVIDED

- ~ Brand Distilling
- ~ Packaging the Brand Story (website, marketing communication materials)

INDUSTRY SERVED

- ~ Oil and Gas
- ~ Product Manufacturing
- ~ International Markets

Rebox, a B2B Brand Distillery
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REBOX
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We began our engagement by reviewing our client's existing marketing materials with the intention to distill the essence of their brand. After that, we'd package their refined brand story into a clear and concise message. When reviewed through an unbiased lens, the three unique value propositions distilled in their brand stood out well beyond others in their space.

- i) *Cost of Ownership,*
- ii) *Employee Safety; and*
- iii) *Environmental Responsibility*

Like the majority of our clients, they knew their market and definitely knew their product, but they struggled with the messaging they needed to stand out.

Packaging the Brand Story

Once we were confident in the refined messaging, we set out to create materials (online and offline) that would quickly and concisely present Quickthree's value proposition. The result was that we not only communicated the message, we did so in a way that got them the attention they desired.

Through our collaborative approach, we worked with our client to align on the big picture before setting out to create their website and materials. At that time, our client indicated they wanted to engage another stakeholder to look after part of the project. While not what we expected, we cautiously agreed.

Over time, it became apparent that this additional stakeholder was presenting more challenges than solutions, causing delays and off-brand complications. As consultants, we made the recommendation to Quickthree that our work would not prove valuable if the stakeholder remained on the project.

It takes a strong client to recognize when things aren't working, and fortunately for us, Quickthree supported the right decision that was needed to move things ahead.

Over the following weeks, we worked to create their new website, always ensuring it was clearly built upon their three unique value propositions.

The Result

A few months after completing our engagement with Quickthree Solutions, we received an unexpected call from one of their executives. During that conversation he shared some very exciting and great news with us: their company had been sold to a large multinational organization.

According to our client, the work we did in distilling and packing their brand story into their new website and marcom materials was critical in helping them gain the attention of their new owners. It was just what was needed to help the new owners clearly understand the value of Quickthree without having to navigate through a list of overwhelming product features and benefits.

Having accepted the offer, Quickthree was able to leave the marketing and communication efforts to the experts and focus their own expertise on doing what they do best: creating amazing products that solve real-world storage issues for those in oil and gas.

KEY TAKEAWAYS

- ~ *Brevity always beats verbosity. Sometimes saying less is saying more. Give careful attention to ensure your message is clear and concise and that you're not saying the same thing numerous ways.*
- ~ *Just because you want to say it doesn't mean it should be said. And just because you think you have a lot to say, it doesn't mean someone has the time to hear it all.*
- ~ *Well distilled brands payoff more than you might think.*

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.

