



Be Known by the Company You Choose

7:1

*7 unique industries served by
1 unified brand*

4500

*minutes invested through internal
and external interviews*

>360

*cups of coffee consumed during
brand integration efforts*

Building a Legacy Worth Leaving

“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 was bright. But he felt it wasn’t enough. The long term success of their company needed to be based on their ability to be remembered for something worth being remembered for.

Distilling the Brand

Our initial efforts with our client focused on gaining a solid understanding of how the company was perceived from within. Who did they think they were? What did they believe was their value proposition? Who else operated in their world and who competed for a share of their market’s mind and wallet?

Ten days of internal interviews and staff observations which spread across 100 employees in two cities, gave us a pretty clear understanding of their culture and the perspective needed to describe who

they thought they were. They believed their unique value proposition was the fact that they offered a wide range of well-known products through one shop. Did their market agree? Only a series of external interviews could answer that critical question.

Over the next few months we got inside the mind and heart of their market, across 5 different industries. Current customers, future customers and past customers were interviewed to uncover their unbiased perceptions of our client and their industry.

SERVICES PROVIDED

- ~ Brand Positioning
- ~ Visual Identity / Logo Development
- ~ Creative Marketing Communications
- ~ Advertising Programs
- ~ Internal Training

INDUSTRIES SERVED

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



After completing more than 50 semi-structured interviews, it was clear that some of the internally held perceptions *were a little off*. Our client's value was found more in the services they **provided** than in the brand name products they **distributed**.

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 brand story presented their company as a human and friendly group, where the people delivering the equipment are seen as **accessible, knowledgeable, real and authentic**.

In addition to a refined visual identity (logo), 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 Brand Story

The visual elements built upon the strong history of the company and presented them as a modern organization. The visual identity (logo) was refreshed with a revamp of their well known logo and an update was made to their fonts, color and visual elements to support their Primary Brand Attributes:

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

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

Serving the Refined Brand

Once the essence of the brand was determined through the brand distilling process and the supporting marketing materials and sales support materials were created and adopted, we needed to integrate the refined brand into our client's daily activities. Workshops were held to communicate and internalize the essence of the refined brand to all employees.

Client-facing materials and presentation templates were redesigned to reflect the new brand and corporate image; 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's here for their friends when needed, with the expertise and knowledge they value.”

The Result

Our clients' internal sales and marketing teams were empowered to tell a story that resonated with prospects and customers. Our client knew who they were and were prepared to live and tell their brand story to create the legacy they aspired to.

KEY TAKEAWAYS

- ~ 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.
- ~ 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.

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.

