



Soaring Above the Competition, One Layer at a Time

21.5 hrs

*interviewing current,
past and future clients*

Distilled the brand down to

3 UVPs

1

*merger resulting from
rebranded attention*

Technology is Never Enough

Technology can often be sexy, but not when it becomes the weight that drowns your brand in competition. This was the challenge for one of our clients deeply rooted in geomatics and unmanned aerial vehicles (drones). Commercial drone technology had taken off over the last decade, opening up a sizable opportunity in the world of survey and mapping. The downside to this is a dramatic increase in competition within the survey and mapping space; from geomatics experts to drone enthusiasts. Our client knew they needed to play above this commoditizing trend and we happily took on the challenge to help them distill their brand and soar above the competition.

The View from Above

Our engagement began by distilling the essence of who our client really was. Why did their market buy from them? How were they different than their competitors?

From our first meeting, we discovered that despite having an award-winning and innovative offering, our client struggled to clearly answer these questions. They had been unable to own a clear place in the mind (and heart) of their market, and they knew their unique value proposition was being presented as less than unique.

Distilling the Brand

"All drone, all the time" was their prominent message before working with Rebox. In our initial kick-off meeting, it was clear that the key stakeholders had differing opinions about how they saw their own offering.

Instead of this being a point of friction, the contrast allowed us to open up conversations that led to internal alignment. This created a solid starting point to approach our client's market and determine what really made our client unique & valued.

SERVICES PROVIDED

- ~ Brand Positioning
- ~ Trade Show Materials
- ~ Marketing & Communications
- ~ Internal Training

INDUSTRY SERVED

- ~ Oil and Gas
- ~ Civil Engineering
- ~ International Markets
- ~ Forestry



Over the next couple of weeks, dozens of semi-structured interviews were conducted with their current, past and future customers to better understand how our client was perceived by their market. We discovered that the traditional means of targeting vertical industries based on an assumption of ‘industry uniqueness’ was not effective—in fact, it led to ineffective efforts and a diluted brand.

Through our brand distilling efforts, we focused on finding the common and specific value that existed across ALL industries they served, opening up value well beyond each vertical.

The market interviews afforded a second key insight: their market had little regard for the tools used (the drone) and found the most value through their geomatics expertise. Although it was just a tool, the drone had found its way to the core of our client’s previous marketing materials and to the front of the market’s perception.

Going forward, we sent the drone back to its position as a tool and refocused the distilled brand on what our clients do best:

“Providing data rich imagery to help clients better manage land and land-based assets.”

Packaging the Brand Story

How would this refined message be received by their market? Which media would be leveraged to reach them? It was important for their refined brand story to show up across all communication channels.

A refresh of their visual identity (logo) signaled an up-to-date brand position while a new brochure detailing their unique and valued position informed potential clients. A refreshed website was built which featured their improved visual identity and tone of voice as a company of ‘approachable geomatics experts.’ All references to drones were minimized and a focus on their highly valued geomatics expertise was established.

Serving the Refined Brand

Once we knew what to say and where and how to say it, we set out to tell our client’s refined brand story. With trade shows playing a prominent role in their past success, we leveraged this medium to clearly present their refined brand position in a way that got them the attention they deserved. No more drones stealing the show, just a curious way to introduce these geomatics experts.

A new booth presence was created that guaranteed they would stand out from the competition across the entire show floor. We leveraged our client’s high value imagery, layered it with data-rich geomatic maps, and directed the focus to their strength as geomatics experts producing data-rich imagery.

The Result

Our client was happy to inform us that, while show attendance was only half of what it had been in previous years, they achieved a 600% increase in the number of qualified leads for their unique and valued service.

KEY TAKEAWAYS

- ~ *Distill the common value. It’s less about highlighting the differences across industries you serve and more about focusing on the common interests and values.*
- ~ *Eliminate distractions. Removing distractions allows your market to clearly understand the value you bring.*
- ~ *Tell the story your audience NEEDS to know. Knowing what drives the desires and wants of your audience allows you to communicate a targeted and relevant message.*

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.

