



Doing It the Right Way!

~60 Years

*Scaffold specialists
since 1961.*

YYC

*Serving Calgary
businesses.*

Fit

*Fit for duty &
safety oriented.*

Listening to the Needs of the Brand

Successful business relationships must be built on FIT. It's the sharing of values and the similarity in culture that often predicts success. More than any other measure of potential success, we've found the best clients (and ultimately our best work) comes from relationships where our firm and our client share similar values and vision. Finding the right client that fits enables you to produce great work.

That was the case with Armour Equipment. From our preliminary research, it appeared they would be the right fit. Our first call was to Charlie, the President and owner of Armour Equipment. He was gracious with his time and attention and thoroughly explained his vision for Armour and openly discussed how important his brand was.

Unfortunately for us, Charlie had recently engaged another firm to help with the marketing efforts for Armour. They were already well on their way to create some marcom materials and developing the Armour website. For us, that wasn't a deal breaker. If they were looking after Armour, then Charlie would be nuts to leave them. If, however, their needs were not being met, we asked Charlie if we could be second place. Slightly amused, Charlie admitted he had never heard that before. He requested our card and some Rebox materials and promised to call us should his current design firm no longer be able to look after all his company's needs.

Two and a half weeks later, Charlie calls the office and requested to meet. Their current design firm was not meeting their vision despite the beautiful work they were producing for them. We gained Armour Equipment as a client because Charlie felt like something was not being communicated with his brand and we were willing to listen.

SERVICES PROVIDED

- ~ Brand Positioning
- ~ Visual Identity
- ~ Creative Marketing Communications
- ~ Internal Communication Pieces

INDUSTRIES SERVED

- ~ Construction
- ~ Concerts
- ~ Sporting Events
- ~ Artistic Displays



Distilling the Brand

Like every great relationship, we had to start at the beginning. Despite the fact that Charlie had already provided much of the same information to the previous marketing firm, we had to gain a solid understanding of the Armour brand. Why you? Who cares? So what? All direct questions Charlie was more than willing to answer. Once things were clearly understood, we then set out to review all branded materials to ensure they clearly communicated the essence of the Armour brand without any disconnect.

Often, marketing firms produce great looking materials with stunning images and clever copy. After all, it's what they do. Unfortunately, pretty pictures often fail to clearly communicate the essence of a brand without strong consideration on how they are going to be received by the audience. This was the case with Armour. It wasn't enough to create a "cool" layout with an "awesome" photo, it had to communicate the right feeling — on purpose — with the intention to deliver the desired message.

Packaging the Brand Story

For Armour to deliver their values successfully to their clients, they found it imperative to communicate that message internally. They wanted their employees to live the brand everyday.

This messaging included:

1. We Show Up On Time
2. We do What We Say We Will Do
3. We Finish What We Start
4. We Are Courteous And Polite
5. We Give More Than The Customer Expects

If We Fail, We Fix The Problem And We Fix The Experience.

Aside from reframing the copy from some of their previously-made materials, it was time to engage the internal audience to further strengthen their brand and values.

For this, we created an Employee Culture Handbook that highlighted not only the benefits but also how to partake in the cultural aspect of the company. The handbook was an aid that would kick-start the Loyalty Program: a program that rewards their employees for years of service, positive attitude and being a team player.

It was clear that Charlie and his team wanted to create a place that is more than just a job, it is an attitude and way of life. By living the brand each day internally, it also creates an opportunity to attract the clients who seek a positive experience.

The Result

The Loyalty Program is just about to roll-out. Charlie is already optimistic that it will reinforce the brand, leaving a positive impact on all employees and clients who embrace Armour's values.

From the beginning, Charlie knew that something wasn't communicating the brand in the way he had hoped. Our job was to listen, empathize and then create work that is effective, communicates the brand message and looks good too.

KEY TAKEAWAYS

- ~ Listen to what your brand is trying to say. Don't drown it in pretty pictures. Establish what it is you are trying to communicate and build the visuals around that.
- ~ Use emotion to tell your story. People relate to stories and how they are told. Use emotion to make your brand resonate with them. Give them a reason to care.
- ~ 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.

