

*potentially*

## BRIEF IN CONTEXT

Potential.ly is a technology startup that offers a tool to understand personality, capabilities, and overall fit for individuals within teams and companies. The brief was to find out the best way to communicate what Potential.ly's solution does and what different problems they solve, in a focused way. The benefits of Potential.ly's offering were a bit unclear, as they had been trying to meet the needs of individuals and teams, in both the corporate and educational market. By attempting to reach a broad audience, it became increasingly difficult to explain and differentiate their product from the competition.

## STRATEGIC APPROACH

It was evident that Potential.ly needed to narrow down its offering so that it could effectively answer the needs of a specific audience. During the 8-week project timeline, we were able to extrapolate key characteristics of what the offering was and how the brand should act and communicate, through our findings from workshop sessions and weekly creative brand exercises using agile methodology.

## SOLUTION

From our research and thinking, the solution for Potential.ly was to focus on the corporate market by promoting itself as a tool to create stronger, more efficient teams. A thoughtful four-stage action plan was recommended for Potential.ly to achieve this, which manifested itself by way of a rebrand to help them clearly carve out a unique spotlight among the crowded marketplace. Potential.ly became Pepper, a bold and compelling brand identity that commanded attention and respect. Through this rebranding, the new identity of Pepper proved that serving the corporate market could instill inspiration and excitement, especially when the product offering itself promised to shake up traditional workplace practices.

## OUTCOME

The client was swept away by the work, from the research findings and creative strategy exercises to the final reworking of the Pepper brand. A complete brand book and website mockup were given to the client to assist in the usage of the new brand, along with a video and various printed materials to further illustrate the heart of the Pepper brand manifesto. During a follow-up session one month after the pitch, the company's founder and CEO was busy applying the brand ideas behind Pepper, very pleased with the project work.

ONCE YOU KNOW WHO YOU ARE,  
STAND OUT WITH CONFIDENCE.

## PROJECT BREAKDOWN

**Client:** Potential.ly

**Industry:** Tech / Digital / B2B / Startup

**Project type:**  
Branding / Identity

**Project timeline:** 8 weeks

**Key project responsibilities:** Account management /  
Creative direction / Strategic planning

**Deliverables:** Brand book / Website mockup /  
Action plan / Manifesto video, poster, and cards

WE DON'T BELIEVE IN CAGES.  
WE BREAK DOWN THE BOUNDARIES  
SO YOU CAN PUSH THE LIMITS.  
WE WILL NOT GIVE IN,  
WE WILL REDEFINE THE WORKPLACE.

## BRAND MANIFESTO

Pepper



## 4 STAGE ACTION PLAN

### 3 WEEKS

- **Clear task roles**

By clarifying task roles it will become obvious who is responsible for what. This also provides opportunity for an appointed brand manager.

- **Pepper weekly meetings**

Short, regular meetings allow opportunities for all employees to:

1. **Review the past week and create an action plan for the next week:** Discuss any day-to-day issues that need to be addressed, tasks that need to be completed, upcoming pitches, etc.
2. **Discuss something new or interesting learnt in the past week:** All staff members present something they have learnt that week e.g. "I learnt about a new tech company that has opened in Sweden that does..." even something smaller such as "I saw this new documentary about..."

- **Pepper monthly meetings**

A monthly meeting should be held to discuss longer-term business issues and goals such as differentiation and innovation. "How can we be different? How can we innovate and develop something new and interesting?" can be questions to keep in mind. The weekly meetings may spur ideas to discuss in the monthly meetings.

### 3 MONTHS

- **Full implementation of Pepper brand across all communications**

The Pepper brand book provides general guidelines to ensure clear and consistent brand messaging.

## BRAND BOOK



### Recommended Size

The recommended size for the logotype with icon and tagline is a 2.25" horizontal width by a 1" vertical height. To maintain legibility, the minimum recommended size for the logotype with icon (without tagline) is 0.75" wide. For usage in small spaces, the standalone logotype can be used, with a minimum recommended width of 0.5".



### DYNAMIC OVERVIEW

The dynamic elements of the Pepper brand should encapsulate the brand personality of "intelligently simple." The two main dynamic elements can be categorised into design of the product and design of the website, as these two aspects are the key touchpoints for customers. The design of the product will be managed by the development team, who should stay abreast of new software developments and interface technologies. The design of the website should focus on the user experience, creating an easy-to-navigate, aesthetically pleasing web environment. Web development techniques such as responsive design and parallax scrolling should be considered in the creation of the website to demonstrate Pepper's adaptive and interactive nature. The website should feel modern and efficient in displaying information.

#### SAMPLE WEBSITE PAGES



### Website Language & Tone

The website language should be free of jargon and long, complicated phrases. Using terms that address the customer directly such as "we" and "you" can engage the customer. This also provides clarity on exactly who the website is aimed at. Don't overcomplicate - let them explore and imagine.

The tone of voice can be described as welcoming, friendly, explanatory, engaging, exciting, enthusiastic, personable, motivating, and confident. Conveying energy and emotion will appeal to the humanistic side of HR and line managers.

#### SAMPLE LANGUAGE

- |                          |  |
|--------------------------|--|
| Instead of:              | "Our technology will help you put together a team that is perfectly balanced to work smoothly and solve problems effectively."                   |
| Simplify long sentences. | "Our technology will help build perfectly balanced <b>brilliant</b> teams."  |
| Instead of:              | "Tap everyone's potential by using our personality analytics that help identify an individual's strengths, behaviour traits and working styles." |
| Personalise the focus.   | "Make the most of <b>your employees</b> by <b>getting to know them</b> ."  |

**PROJECT SEASIDE**

## BRIEF IN CONTEXT

The client was a well-known British seaside brand who needed help with their reinvention to adapt to the modern era of leisure destinations. The challenge was to find a way for them to retain their beloved heritage aspects without remaining caught in the past. The focus of the project centred around the physical environment, which was the key to conveying their brand revival. Societal shifts in preference and lifestyle meant that the leisure sector had changed vastly over the past few decades, opening the door to welcome new types of competitors. Though once extremely popular in previous years, the client's brand had not been adapted in the right way to address these changing needs of the market.

## STRATEGIC APPROACH

The strength of the brand lay in its sense of nostalgia, though it was immediately clear that it needed to offer its customers much more than that. Qualitative research was conducted to unearth insights into customer preferences and uncover key areas for delighting customers. After this discovery, several critical points were highlighted as the best ways for the brand to communicate their familiarity with and thoughtfulness for their customers' needs.

## SOLUTION

On a broad level, the brand needed to show that it was thoughtful in every aspect of the customer journey, from large-scale infrastructure to the smallest details. Physical facilities and landscape orientation were among two of the areas considered in which the brand could demonstrate deep understanding of a perfectly tailored experience. By showing the quality of care and mastery of the whole experience, the brand could carve out a unique offering where it could once again level with its competition. Imbuing subtle familiar elements from its past into customer touchpoints would offer the warm sense of nostalgia, while its new offerings still allowed the client to affirm itself as a contemporary brand.

## OUTCOME

The creative design followed these core tenets of the updated brand and infused splashes of the modern day to bring everything together in one seamless offering. Already implementing elements of their new brand, the client is slated to undertake construction and refurbishment in 2017.

**BEING NOSTALGIC IS NOT THE  
SAME AS SPARKING NOSTALGIA.**

## PROJECT BREAKDOWN

**Agency work:** FITCH

**Industry:** Leisure / Hospitality / Entertainment

**Project type:**  
Retail / Brand reinvention

**Project timeline:** 4 weeks (for strategy concept stage)

**Key project responsibilities:**  
Industry audits / Insights generation /  
Market benchmarking

**Deliverables:** Environmental blueprints / Brand strategy

## AREAS OF RESEARCH

- Needs and expectations for parents, children, and families
- Gen Y vs. Gen Z motivations
- Evolution of the British holiday break
- Customer journey throughout holiday process, from pre-booking to post-experience
- Types, themes, and combination of facilities available from competitors
- Roles of recreational spaces

## Tropical Islands Resort (Germany)

### Theme: Tropical Islands

- Fewer in number, but more expansive pools as it is the largest waterpark in the world
- 3 pools and waterslide tower, located inside former airship hangar
- Has the advantage of space, so guests can slowly immerse themselves into the tropical theme

### Types of pools

- Main pool: Tropical Sea, 28°C, 200m long
- Kids' pool: 28°C, adjoined to main pool, water play structures aimed at toddlers
- Lagoon pool: 32°C, Bali-themed grotto, mood-lit in evenings to create romantic atmosphere



## MARKET BENCHMARKING

POOL TYPES		Spa pool	Family pool	Wave pool	Beach pool	Outdoor pool	Sports pool	Adults pool	River/rapids	Toddlers	Kids	Slides
UNITED KINGDOM	CP Whinell	●	●	●		●		●		●		●
	CP Sherwood	●		●		●	●	●	●			●
	CP Elveden	●	●	●		●		●	●			●
	CP Woburn			●				●	●			●
	CP Longleat	●		●		●		●	●	●		●
	The Dome	●				●	●	●	●	●		●
	Sandcastle			●				●	●			●
	WaterWorld	●		●		●		●				●
	Alton Towers	●	●			●		●	●	●		●
	Tropical Islands		●		●		●		●			●
WORLD	Blizzard Beach			●		●		●	●	●		●
	Happy Magic Water Cube	●		●				●	●			●





## BRIEF IN CONTEXT

Equal Lives is a user-led organisation helping people who face disabling barriers. Their service areas include advice and resources for many aspects of daily life, including employment, finances, mobility, and more. The challenge they faced was simplifying their proposition so that everyone would immediately understand. The brief was to define a clear brand proposition that encompassed what they provided. From the customer's perspective, Equal Lives' complex range of services was far too overwhelming to actually utilise it as a resource. The existing website and marketing materials listed all of the organisation's services but contained a lot of jargon and lacked simple explanation for newcomers.

## STRATEGIC APPROACH

One key point we found in our workshop session with the client was that they had a clear view of their customers – they were not viewed as any less capable than able-bodied people. Instead of being seen as a caretaker, Equal Lives wanted to act as an enabling and empowering resource for customers so that they could help themselves. Creative brainstorm sessions further helped focus the concept that Equal Lives had already organically outlined.

## SOLUTION

The final solution for the simplified brand proposition was 'Bringing Equality Within Reach'. We wanted to accurately define the organisation's role as a helpful bridge between their customers and equality. 'Bringing Equality' cemented Equal Lives' main organisational purpose, and also covered various aspects of daily life within the larger umbrella of equality. 'Within Reach' was the second half of the proposition that stressed the proactive empowerment of the organisation's customers.

## OUTCOME

The client was very impressed with the consideration that was taken to fully comprehend their approach towards their customers. In addition to clarifying their proposition, we identified a strategy for them to demonstrate this through all channels of their owned media, beginning with ease of use on their website.

# DEMONSTRATE YOUR OFFER ACROSS EVERY POSSIBLE AVENUE.

## PROJECT BREAKDOWN

**Client:** Equal Lives

**Industry:** Non-profit

**Project type:**  
Branding / Communication

**Project timeline:** 8 weeks

**Key project responsibilities:**  
Brand strategy / Brand expression (language)

**Deliverables:** Brand strategy



## WORKSHOP FINDINGS



● what all people want

● additional wants  
for disabled people

● what's already  
offered

## UNDERSTANDING BRAND ROLE



Passionate  
&  
Professional  
about  
information

## NEW BRAND PROPOSITION



# Equal Lives

Bringing equality within reach

## BRAND STRATEGY



Make  
product categories  
easier