

*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> ."  |