



Bye Bye

BLAND BRANDS

11.16.18



STRATEGIC



CULTURE



CREATIVE



SOCIAL



INSPIRED





What we **really** mean when we say “Brand”

Who you are in your prospects mind (a perception)

What distinguishes you from your competition





BRAND DEVELOPMENT

KEY MESSAGE

LOGO

TYPEFACES/COLORS

IMAGERY/WORDS

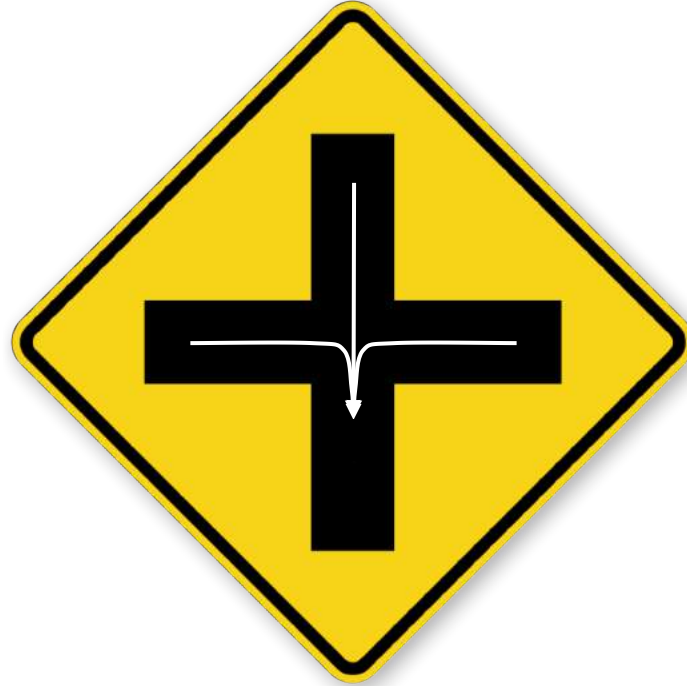
ALL PIECES HAVE TO WORK TOGETHER

**FOR A POWERFUL BRAND
BE CONSISTENT AND TAKE AN INTEGRATED APPROACH**

KEY MESSAGE

FIND YOUR STORY

Research



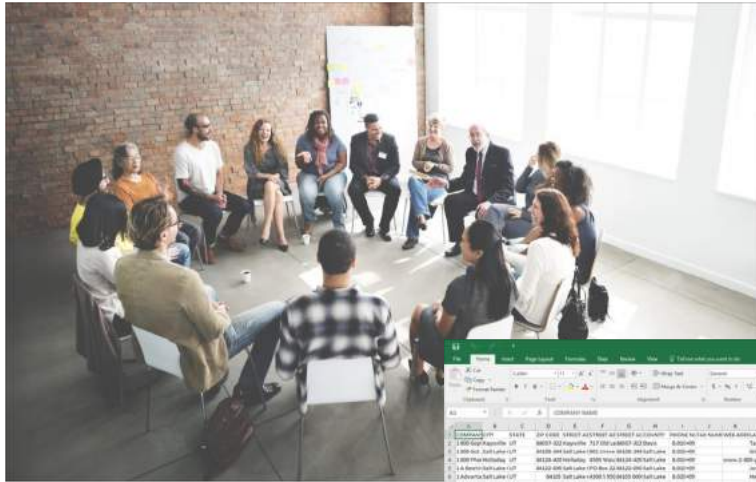
What's true

What matters

Message

Research

TURN OVER EVERY STONE

A screenshot of a Microsoft Excel spreadsheet. The spreadsheet contains a list of companies in columns A through H. The companies listed include various tech and financial firms. The data includes financial metrics such as revenue, profit, and market share. The spreadsheet is titled "Company Financials" and has a date of "1/1/2020". The data is organized into rows, with each row representing a different company. The columns are labeled with company names and various financial metrics. The spreadsheet is displayed in a standard Excel format with a grid of cells and a ribbon at the top.

RESEARCH RATE TREND EXPANSION RELEVANT DYNAM PROFITABIL
SIZE MARKET SWOT KNOWLEDGE COMPANY GROWTH
ATTRACTIVENESS ANALYSIS GOALS
INVESTIGATION BUSINESS SEGMENTATION
SUCCESS RISK PLANNING
RENTIATION ATEGY US ES

Research

ASK THE RIGHT QUESTIONS

| | |
|---|--|
| Who loves Balsam the most? | Successful people who are looking for a mountain community with a true commitment to preservation and a sense of authenticity. |
| What are they thinking/feeling when they are at Balsam and using its amenities? | This is a refreshing, peaceful, and relaxing getaway that allows me to enjoy an untouched landscape with friends and family as well as have some time for myself. This place has a sustainable, old world, handcrafted feel. |
| Are prospects overlooking something very important or thinking about things in a different way than we expect? | Prospects get the unique mountain landscape, preservation through Trust and handcrafted feel, but they may overlook benefit of Sylva just 15 minutes away and Asheville just 45 minutes away. |

Research

ASK THE RIGHT QUESTIONS

| | |
|--|--|
| What brand benefits makes an emotional connection with prospects and distinguishes Balsam from the competition? | <p>A sense of groundedness, connectedness with the land, your family, and other members</p> <p>Confidence and a sense of peacefulness and calm (due to authentic mountain experiences that are protected by community and trust)</p> |
| How do we define Balsam Mountain Preserve? | <p>Balsam isn't a natural preserve within a community, but a community within a natural preserve</p> |

Intersection

WHAT'S TRUE...WHAT MATTERS...WHAT'S UNIQUE



Key Message

Preserved.

Fresh mountain air, sprawling views, and undisturbed wildlife have a way of breaking through the everyday hustle and allowing us to focus on our most precious commodity—time. From serving as a steward of the land to creating an environment that fosters human connection, Balsam Mountain is the community that preserves what matters most.

Creative Execution



DON'T JUST SELL SOMETHING
STAND FOR SOMETHING

Serena Williams Won A Grand Slam While Pregnant

Serena Williams loses No.1 ranking after maternity leave; is it time for change?



- Not just about selling her tennis
- Open and vulnerable about being a mother and aligned with other moms #ThisMama
- 10 million IG followers, an HBO series, clothing line, and multiple endorsements

BEING SERENA



Serena Williams' new ad gives working moms the nuanced representation they deserve

HAVE SOME ENERGY

Do the Unexpected

TERMINIX®

- Pest control category can be thought of as low energy- often not thought about until there's a problem.
- Wanted a new form of customer testimonial- bring some energy/entertainment
- Stay true to the Terminix story with the Keyman being the hero of the brand



BE FEARLESS

Take Some Risks

- REI is a specialty outdoor retailer
- Everyone's focused on selling more
- Live out their company values with their consumers in an anti-Black Friday campaign. Closing 153 stores, and not taking online payments on Thanksgiving or Black Friday
- One year after campaign launched in 2015 REI reported a 23% uptick in digital sales and **1.4 million people got outside and posted the #OptOutside hashtag.**
- Today: campaign has now become expected by REI customers and is in its 4th year with 700 organizations getting involved in the movement



ONCE IT'S OUT IN THE WILD
MONITOR, TRACK, AND EVOLVE

Monitoring Your Brand & Tracking the Data

- Identify Your Goals
 - Brand Awareness
 - Website Traffic
 - Website Actions
- Tracking Digital Campaigns
 - UTM's (source, medium, campaign)
- Tracking Print & Other Physical Media
 - Organic & Direct Traffic



Continually Enhancing

- Discussing Insights & Findings

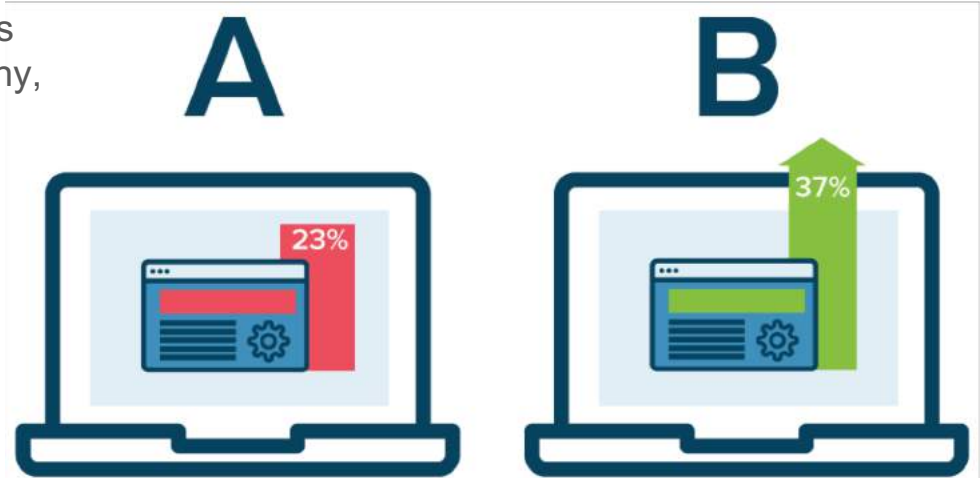
- Analytics & Marketing tools
- Successful Campaign Elements (photography, colors, typography, calls to action etc.)

- Analyzing the Audience

- Demographics, geography, devices, interests, behavior on the website etc.

- A/B Testing

- Narrow down top performing elements
- Strive for optimal performance





THANK YOU



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