


BRAND THROPOLOGY®

HIGHLY EVOLVED MARKETING

# Brandthropology Work Overview Deck



# Brandthropology

Background and a collection of work samples.



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## ABOUT US

We're a team of Vermonters who believe in the power of marketing to make positive change in the world. We particularly enjoy helping local brands & institutions evolve as they face the need to embrace change.

And we're pretty good at doing just that; in fact, we're the only marketing firm to have been voted The Best Advertising Agency in Vermont repeatedly (by the readers of Vermont Business Magazine and the readers of Champlain Business Journal).

Further proof of our chops in the digital space is that we are a certified Google partner.







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## MEET THE TEAM

Brandthropologists evolve brands intelligently over time. To do that, they possess unique talents that are part anthropology, part strategic planning, part media planning, part graphic design, and part digital services. Here's the team that works together on behalf of the brands we serve.



## MATT DODDS

Chief Brandthropologist

Before forming Brandthropology, Inc., Matt served as a global advertising executive in New York and throughout Asia. His marketing know-how was developed while serving in postings in New York, Korea, Japan, China and Singapore, where he worked for Fortune 10 clients, including P&G, GM, Exxon, Nabisco, Unilever & PepsiCo. Matt's has served for six years on the Vermont Chamber of Commerce Board.

### Proficiencies

- Strategic Planning
- Marketing Research
- SWOT Analyses
- Benefit Laddering
- Concept Testing
- Value Proposition Development
- Brand Positioning
- Identity System Development
- Marketing Segmentation
- Campaign Development
- Creative Direction
- Media Planning
- Budgeting
- Global Marketing



## NEL KORAJKIC

Interactive Brandthropologist

Nel is a digital maven with a broad experience across a variety of disciplines. He graduated from UVM with a BA in Computer Science but his interest in web development and coding was sparked back in high school, when he realized Facebook didn't have a dark mode, so he designed one himself. Here at Brandthropology, he works across multiple disciplines to manage UX (user experience) and IA (Information Architecture), crafting intelligent websites for our clients.

### Proficiencies

- Front End Development
- HTML 5
- CSS 3
- JavaScript ES6
- Responsive Website Design
- Front End UI Frameworks
- Procedure Architecture
- Technical Procedure Writing & Documentation

## ANNE DODDS

Media Brandthropologist

Anne takes our creative visions and brings them to life with market and consumer-informed media plans, and budgets to execute them effectively. She's a big reason why we've become one of the market's largest media buyers. Prior to working at Brandthropology, Anne served under Joe Colucci at the Genesis Group as a media planner, where she used Strata media buying software to manage some of Vermont's largest media accounts, including McDonalds North Country Marketing Group, General Motors GMC North Country Dealer Group and VSAC.

### Proficiencies

- Media Planning
- Media Objectives
- Post Buy Analysis
- Split Copy Testing
- Make Good Provision
- Digital Media Buying
- Budgeting Account
- Management
- Recruiting Strata
- Arbitration Data
- Nielson Data



## JESSICA FARNSWORTH

Creative Brandthropologist

Jess received her BFA in Graphic Design and Digital Media with a specialization in Publication Design from Champlain College. Jess is very well rounded in all aspects of design and has a variety of interests within the world of art. As a native Vermonter from Georgia, Jess draws inspiration from the beauty of the world around her in most of her designs and into her paintings she creates in her spare time. Jess credits her grandmother, her high school tech teacher and her college professors in supporting her endless bounds of creative energy and supporting her in her growth into the designer she is today.

### Proficiencies

- Adobe Creative Suite
- Videography / Photography
- Graphic Design
- Branding & Identity
- Motion Graphics
- HTML & CSS
- Shopify
- WordPress
- Social Media





## JIN SONG

Interactive Brandthropologist

Jin brings his strong skill set from Columbia University where he has a Doctorate in Engineering. Jin is a Senior full-stack web developer with 18 years of architecting, building, and maintaining custom web applications. In particular, Jin has a variety of talents ranging from front and backend development in a variety of coding languages, web production, and web project management. When not programming, Jin often daydreams about what if Ewing had dunked it instead in '95 and what if MJ hadn't been MJ. Even though he hasn't played a single official game yet, he also dreams about winning a game in the US Open of table tennis.

**Proficiencies**

- HTML & CSS
- PHP
- MySQL
- Javascript
- WordPress
- Drupal
- Magento
- Shopify
- React
- ES6
- Gutenberg
- Git



## CHRISTIAN DELUCA

Interactive Brandthropologist

Christian brings his strong skill set from UVM where he is currently a senior. He will be receiving his BA in Computer Science. Coding and web design is not his only passion- he also enjoys solving puzzles, eating pasta with pesto and providing for his plant family. You wouldn't know at first, but Christian is a very skilled biker. He chooses to travel the roads via bike in even the toughest of Vermont seasons. His interest in web design, development and coding sparked back in high school, when he realized coding is just one giant puzzle waiting to be solved. Here at Brandthropology, Christian manages multiple UX and IA disciplines, troubleshoots problems, and helps manage websites for our clients.

**Proficiencies**

- HTML 5
- CSS3
- Python
- JavaScript
- WordPress
- Web Analytics
- DNS Management
- PHP
- Responsive Design
- Adobe Illustrator
- Adobe Photoshop
- Web Design
- Third-party API Integrations

## KYLE ABRAHAMS

Account Brandthropologist

As an account manager, Kyle keeps us all on track, on schedule and on budget, and keeps the clients well informed. With his entrepreneurial spirit, he's always finding new and creative ways to motivate us to meet our deadlines. Kyle is HubSpot Inbound Marketing certified and Google Ads certified. If that weren't enough, Kyle is a serious pseudo coder, having worked in the backend of several CMS systems. Kyle is the best in well rounded-ness and is key to our being able to meet shared project goals.

**Proficiencies**

- Account Management
- Social Media Management
- Google Analytics
- Facebook Insights
- Hubspot Inbound Marketing Certified
- Google Ads Certified



## AMELIA DODDS

Video Brandthropologist

The apple doesn't fall far from the tree. Amelia is an integral part of our digital marketing team. She's also the only one on us who can claim to be a former Lake Monster…..well, staffer; she ran the "jumbo-tron" at the ball field last summer! Amelia's innate understanding of marketing principals and strategy, her passion for film and her natural proclivity for social media marketing make her a talented, reliable member of our social media team. She's Google Ads certified and is a key figure in maintaining our clients' paid search successes.

**Proficiencies**

- Social Media Management
- Paid Search Strategies
- Facebook Insights
- Adobe Creative Suite
- Project Management



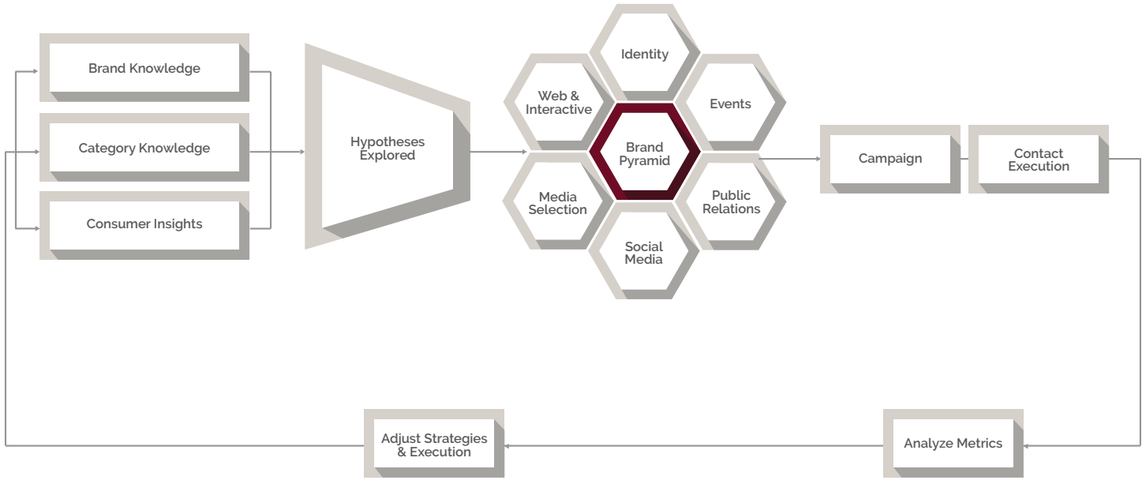
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## CLIENT EXPERIENCE

We work with some of Vermont's Largest Institutions

We prefer to work with fewer clients, which allows us to know them more deeply. In this manner, we learn their marketing challenges – and can work beyond just the "promotion" element of the marketing mix. We're especially proud of our ability to consistently deliver value to our clients over time.

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## THE BRANDTHROPOLOGY PROCESS
Follows the scientific method

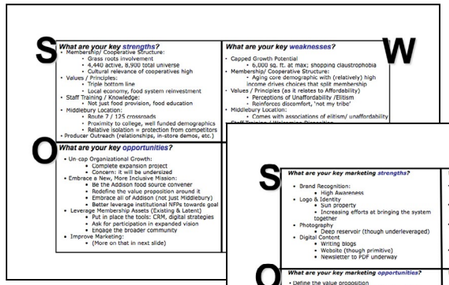
Our creative process flows out of a broader marketing process. We believe in homework, and that homework can be divided into three key areas: knowledge of your brand, the competitive context for customer choice and the insights that drive prospect behavior. Gaining these understandings is the starting point for our creative process and leads to better, more powerful work.

## BRANDING AUDIT: FOUR WALLS COMMUNICATIONS REVIEW
Assessing the existing marketing system

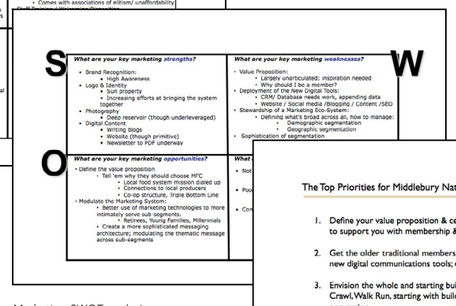
We conduct communications audits in which we review your existing marketing materials. We take everything that communicates and put it up in one conference room.

This allows us to review a broad spectrum of existing materials, and serves as a valuable backdrop for internal & external interviews we conduct.

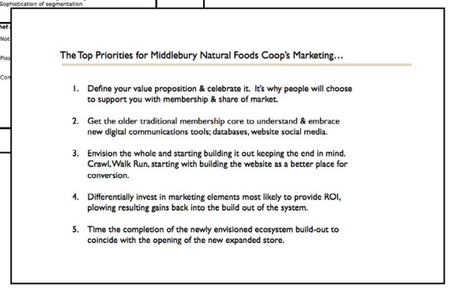
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Organizational SWOT analysis
for Middlebury Natural Foods Co-op




Marketing SWOT analysis
for Middlebury Natural Foods Co-op


The Top Priorities for Middlebury Natural Foods Coop's Marketing…

1. Define your value proposition & celebrate it. It's why people will choose to support you with membership & share of market.
2. Get the older traditional membership core to understand & embrace new digital communications tools; databases, website social media.
3. Envision the whole and starting building it out keeping the end in mind. Crawl,Walk Run, starting with building the website as a better place for conversion.
4. Differentially invest in marketing elements most likely to provide ROI, plowing resulting gains back into the build out of the system.
5. Time the completion of the newly envisioned ecosystem build-out to coincide with the opening of the new expanded store.

Marketing priorities summary
for Middlebury Natural Foods Co-op

## SWOT ANALYSES & PRIORITIZATION OF EFFORTS

### Doing the homework for more informed marketing

As we conduct the homework phase of our work, we generate a host of learnings. We've found the best way to organize and prioritize these learnings is to create one SWOT analysis for the organization as a whole, and another for the existing marketing efforts. We conclude with a "Here's the Top Five Things We Need to Do" chart.

## CVHHH BRAND PYRAMID

### Guiding all communications

**Our Tagline**

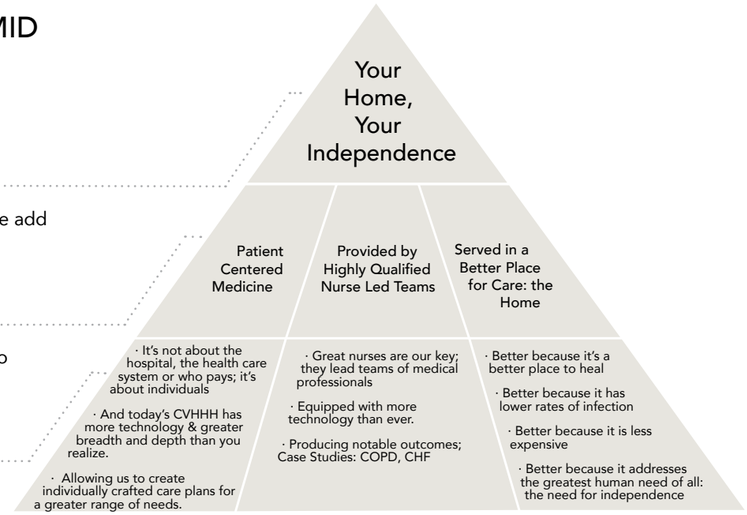
An easy to digest summary of how we add value to our customers

**Key Reasons to Believe**

Why should people believe we can do this?

**Critical Support**

What evidence can we show?




## EVER BUILT A PYRAMID?

### The foundation of marketing consistency

Take this example of a brand pyramid we've made for one of our clients; it is based on significant research, and defines a relevant, differentiated benefit that sets them apart from their competitors. These pyramids guide all communications for the brand.

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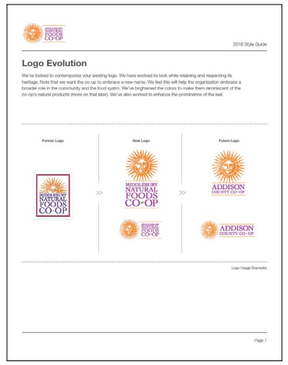


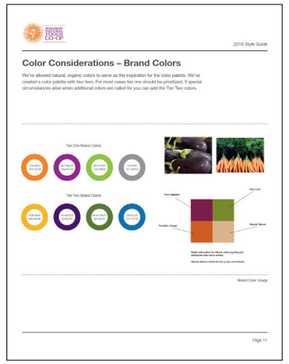



## BRAND GUIDELINES DEVELOPMENT
### Bringing the Brand Across All Communications

Having firmed up the brand positioning via the Brand Pyramid, we work with our clients to develop ‘Brand Guidelines’. These provide guides to judgement for keeping all communications ‘on brand’.

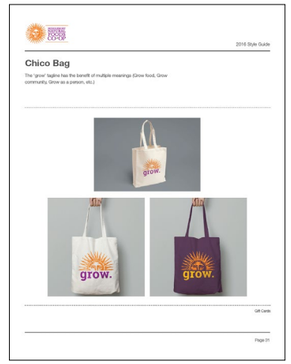
These are especially valuable to larger organizations where multiple stakeholders may be creating branded communications.










## BRAND GUIDELINE EXAMPLE:
### Middlebury Natural Foods Co-op

Items included in a Brand Guidelines document include a ‘Brandifesto’: a written statement that brings the mission and values of the organization to life. Also included are logo and identity standards, brand color palette guidelines, examples of work within the branded systems (print ads, brochures, collateral, signage, etc.). It serves as a valuable resource in the ongoing management and administration of the brand.

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# OUTLINE OF SERVICES (All performed in-house)

**Branding Identity**
Identity System Development
Benefit Laddering
Brand Positioning
Logo Development
Product Packaging

**Marketing Planning**
Consumer Research
Benchmarking & Competitor Analysis
SWOT Analysis
Objectives, Strategies, Tactics & Measures
Communication Goals Setting
Focus Groups Research
Gap Analysis
Concept Testing
Market Research
Survey Development
Scenario Planning

**Social Media Marketing**
Social Media Profile Development
Content Marketing
Integrated Marketing
Guerilla Marketing
Viral Marketing
Word-of-Mouth Marketing

**Videography**
Storyboard Development
Casting/Wardrobe/Propping
Location Scouting
Music & Rights Acquisition
Videography
Video Editing & Post Production
Titling & Animation Graphics

**Marketing Analytics**
Web Analytics
Google Analytics Implementation
Google Data Studios Set Up
UTM Tagging & Tracking
Customer Lifetime Value Analysis
Cost-per-Click Analysis
Cost-per-Action Analysis
ROI Analysis

**Audits**
Client Side Coding Audits
Customer Relationship Management Module Audits
Branding Audits
Marketing Eco-system Audits

**Online Marketing**
Online Banner Ad Design & Production
Search Engine Optimization
Paid Search Marketing
Reputation Management
Back-Linking Strategies & Implementation
Social Media Marketing
E-mail Marketing
Re-Marketing Campaigns
Content Marketing
Content Generation
White Paper Generation

**Public Relations**
Community Sponsorship
Press Release Development
Crisis Management
Online Press Release Dissemination

**Events Marketing**
Conference & Event Planning
Trade Booth Design

**Media Planning**
Target Audience Determination
Media Objectives & Strategies Setting
Reach Frequency Analysis
Geographic Support
Administration
Seasonality Administration
Efficiency Analysis

**Marketing Communications Development**
Campaign Development
Print Ad Development & Production
Collateral Materials Development & Production
Radio Ad Development & Production
TV Ad Development & Production
Video Development & Production
Cinema Ad Development & Production

**Database Marketing**
Direct Marketing
Email Marketing
Website to CRM System Integration
Database Acquisition
Database Appending, Acquisition & De-duplication

**Website & Interactive Development**
Domain Name Administration
Hosting Administration
Web Design
Conversion Funneling Strategy Implementation
E-Commerce Development (Magento, Drupal Commerce, WooCommerce, Shopify)
Search Engine Optimization
Client-Side Coding Audits & Consulting
ADA Compliance
UX (User Experience Design)
Content Management System Administration
- Drupal Development
- WordPress Development
- ModX Development

Responsive Design
Blogging Implementation
Social Media Integration
Open Source Coding
Platform Implementation
Web Application Development
Game Development
iPhone & Android App Development

**Corporate Education & Online Learning**
Articulate 360 Production
Video Creation
Online Learning Platform Creation

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## WEBSITE DEVELOPMENT EXPERIENCE

**Websites We've Built**
Websites have become the center of today's marketing systems. They need to highlight the brand, be architected intelligently in response to market segmentation, and they need to be structured in terms of conversion funneling. We make better websites, because we make sites that are better constructed to be SEO savvy and user experience optimized. See examples of our work, below:

89 North
Brandthropology
Burlington Apartments.com
Central Vermont Home, Health & Hospice
CityMarket
Finney Crossing Apartments
Hickok & Boardman HRIQ
Kinney Pike Insurance
Louisville Golf Company
McIntyre Golf Ball Company
Middlebury Food Co-op
National Hickory Championship
Primmer, Piper, Eggleston & Cramer
Production Advantage
ReSource
Rieley Properties
The State of Vermont (Agency of Education Early Learning Standards)
Superior Technical Ceramics
The University of Vermont (College of Ag's National Biosecurity Efforts)
Vermont Businesses for Social Responsibility
Vermont Hickory Golf Association
Vermont Woodlands Association

**Discussion of Content Management Systems (CMS)**
We have worked in many different CMS systems over the years, with three systems comprising the majority of our work: Drupal, ModX and WordPress. Nowadays, we are mostly building in the WordPress CMS, as the integrity of this system has improved and the proliferation of plug ins (modules of functionality) has become so robust. We have successfully converted many sites to WordPress over the years.

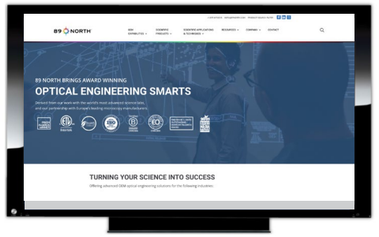


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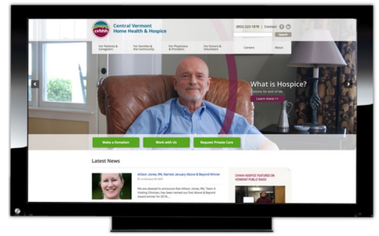
## WEBSITE PORTFOLIO



Middlebury.coop



89North.com



Cvhhh.org



Vbsr.org



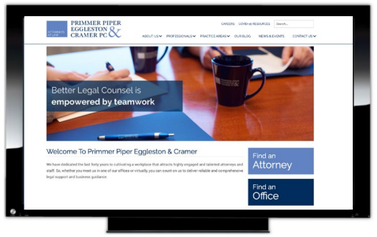
KinneyPike.com



ReSourceVT.org



FinneyCrossing.com



Primmer.com

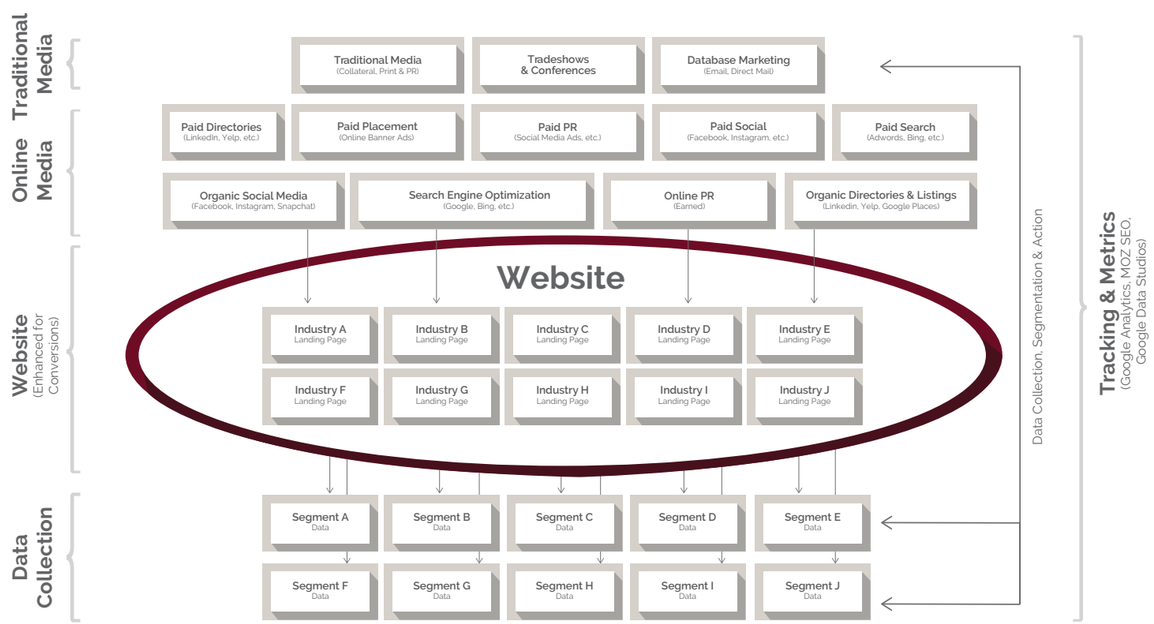
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## BELIEF MAPPING

Because better creative starts with understanding consumer insights

Any effective marketing communication needs to start from an understanding of current belief sets. That's why we map them for our clients. Based on consumer insights, our marketing communications become more focused and effective in engaging with (and modifying) prospect behavior.




## MARKETING ECOSYSTEM DEVELOPMENT & ORCHESTRATION

Integrating traditional & digital marketing efforts

A website is not enough. A contacting strategy is not enough. Search Engine Optimization (SEO) and PR are not stand-alone elements of a marketing plan.

What's needed is an overall vision for how the varying elements of the marketing plan coordinate. That's what we do extremely well and we'd be happy to share further examples.

# CASE STUDIES



# IMPROVING HEALTH
(of a marketing system)

Our work has transformed this client's ability to communicate with its community through a new branding and a digitally savvy marketing platform.



Central Vermont
Home Health & Hospice

Central Vermont Home Health and Hospice (CVHHH) serves the Washington County Region. They reached out to us after seeing the quality of our work for the VNA of Chittenden and Grand Isle Counties.

## THE CHALLENGE
Facing a new age

Like all VNAs in Vermont, CVHHH is facing a "silver tsunami" of aging citizens 65+, just as federal funds to support their efforts are in decline. CVHHH needed to reach out to its community to tell its story and reassess and update its marketing system to be digitally savvy.

## OUR APPROACH
Doing our homework

We followed our classic "Brandthropology Process" conducting market research, reaching out to stakeholders and auditing existing communications. We rolled up our findings and shared them with management.

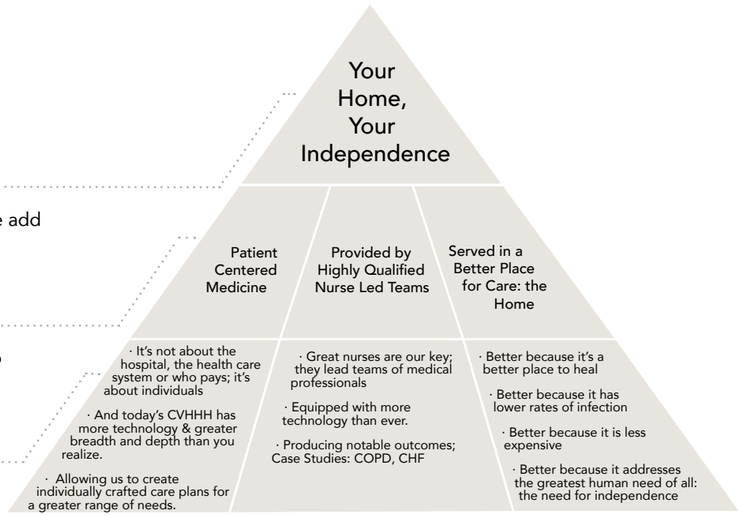
Central Vermont
Home Health & Hospice

## BRAND PYRAMID
Guiding all communications

**Our Tagline**
An easy to digest summary of how we add value to our customers

**Key Reasons to Believe**
Why should people believe we can do this?

**Critical Support**
What evidence can we show?




## OUR SOLUTION
A newly voiced positioning

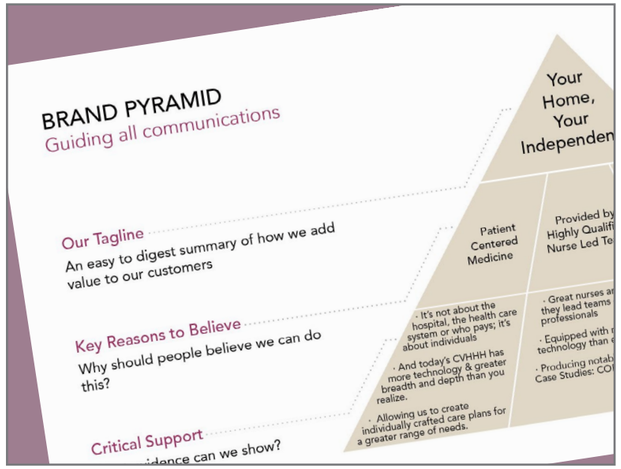
When people think of healthcare, they think of hospitals, not home health agencies. And that's a problem because our demographic challenges as a state continue to rise and home health agencies (and the home based services they provide) are critical to meeting Vermont's healthcare needs.

We created a new platform, starting with a revised website, a new brand architecture and wedded new digital tools into what was a antiquated marketing mix. We also structured metrics around the key service areas we were charged with supporting (hospice, private care and recruiting).










## STRATEGY DECK / BRAND PYRAMID

Market Research | Market Strategy | Planning

As part of our overall process, we start by doing our homework. In CVHHH's case, we started with a series of internal and external interviews that led to the creation of SWOT analyses that deeply informed our positioning and brand pyramid work. (See the resulting brand pyramid on the prior page).



## EVENT SUPPORT

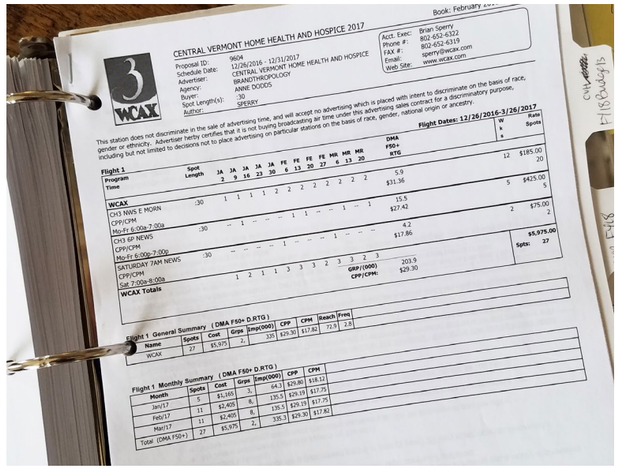
Event | Sponsorship Marketing

We've also worked with their Community Outreach division to increase community support for their key fundraisers, which are a golf tournament and a fashion show. We've helped support sponsorship efforts through landing page development, graphic design work, email campaigns and social media.

## MEDIA PLANNING

Media Planning | Buying

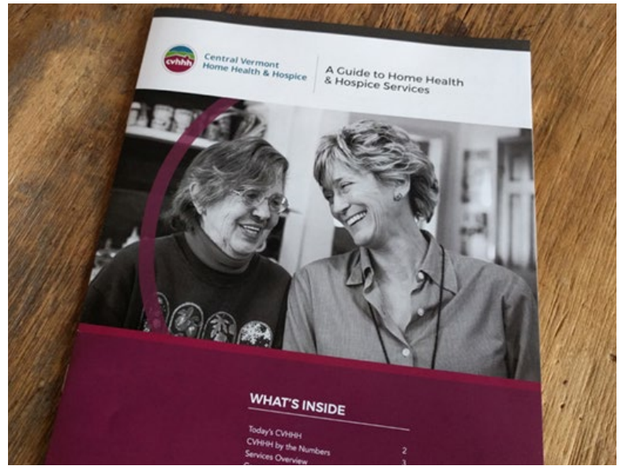
CVHHH's media plan was heavily aligned with traditional media, especially local print and radio. Left behind: a more modern marketing ecosystem with an updated website serving as the place for conversion and social media and SEO providing acquisition and engagement. We led the charge to modernize.




## BROCHURES & COLLATERAL

Copywriting | Creative/Concept | Graphic Design

We identified the need to raise awareness of what home health does, and its impacts in the community. We created an 'all agency brochure' to get the word out, mailing it to every household in the community. It now only tells the CVHHH story, it 'asks for the order', be that services, donations or volunteerism.



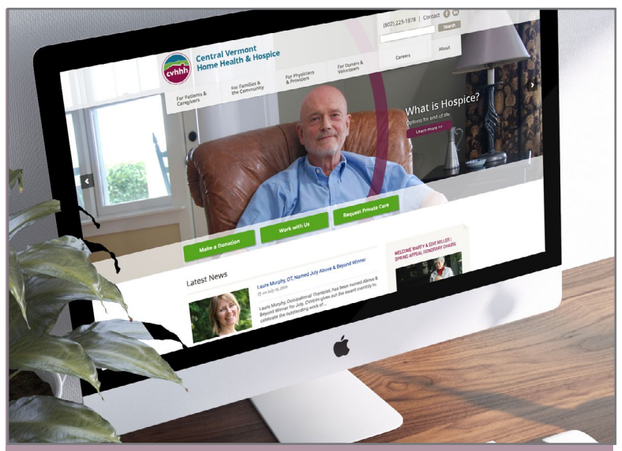




## HOSPICE VIDEO

Broadcast | Video

One of the key strategic thrusts for the client was to boost hospice use. This involved educating the community about hospice sensitively. We created a video, placed it on a well SEO-ed landing page, and drove social media to it, all dramatically raising their hospice volume.




## WEBSITE & DIGITAL MARKETING

Paid Search | Paid Social | Digital Strategy

Our single greatest deliverable was in the creation of a new website. The new site had to voice the new "Your Home, Your Independence" positioning while also serving as the centerpiece of the newly created online marketing system, involving blogging, voting, membership renewals, social media and more.




## BRAND STYLE GUIDE

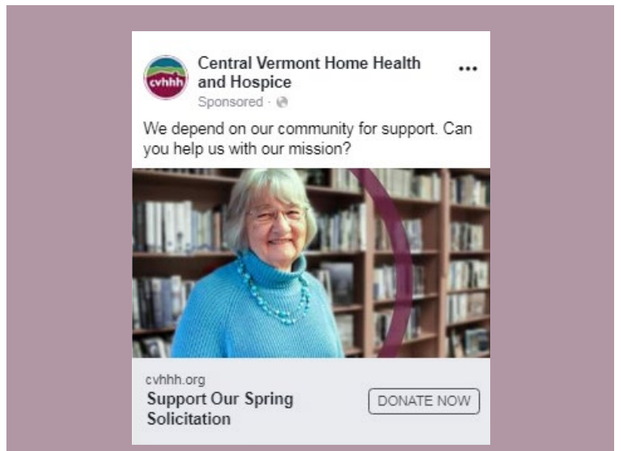
### Graphic Design

CVHHH has several on staff personnel in their marketing department, and we worked with them to set brand guidelines they could use to bring the various branded materials we made across all their communications, including web, collateral, print, in-store signage and more.

## DIGITAL MARKETING & SOCIAL MEDIA

### Social Media | Stakeholder Video | Housecalls Newsletters | PR

Like many institutions, CVHHH had a traditional, paper based marketing system that needed to be upgraded. By creating a new website as a place for conversions, we then turned to SEO, paid search and social media, helping create graphics, photography and videos that drive traffic to the site.









## PHOTOGRAPHY

### Photography | Creative/Concept

We realize that the most powerful images are the images that come from the community. See on the preceding pages some of the powerful images we were able to either directly take or commission. They've helped CVHHH tell its story more powerfully, and provided fodder for blogs & social media content.

## RESULTS

### A marketing ecosystem transformed

The totality of our efforts on behalf of the brand has transformed the way this venerable institution communicates with its community. We have helped them more than triple traffic to the website in only two years, and have played a meaningful role in their ability to attract and retain nursing and therapist talent.



## BUILDING A BRAND AFTER A MERGER

Two law firms, one from Vermont and another from New Hampshire, merged. We needed to construct a new brand that would sensitively leverage the strengths of each.



# PRIMMER

Primmer Piper Eggleston & Cramer PC

Primmer Piper Eggleston & Cramer, Vermont's second largest law firm, and Wiggin & Nourie, a New Hampshire based firm with a proud history, needed to bring their two corporate cultures together under a new brand.

### THE CHALLENGE
From Two: One

Law firms are strange beasts. They are comprised of self-assured individuals that need to find common cause. Our task was to serve two masters in the creation of a brand that could give new life to both entities.

### OUR APPROACH
Engaging All Parties

We used our Brandthropology Process to create a shared understanding among all parties of the relative strength of each law firm brand in their respective markets. We made sure to bring all stakeholders through a shared process that helped ensure buy-in.

# PRIMMER

Primmer Piper Eggleston & Cramer PC

## BRAND PYRAMID

The lawfirm partner that provides more.

**Our Tagline**

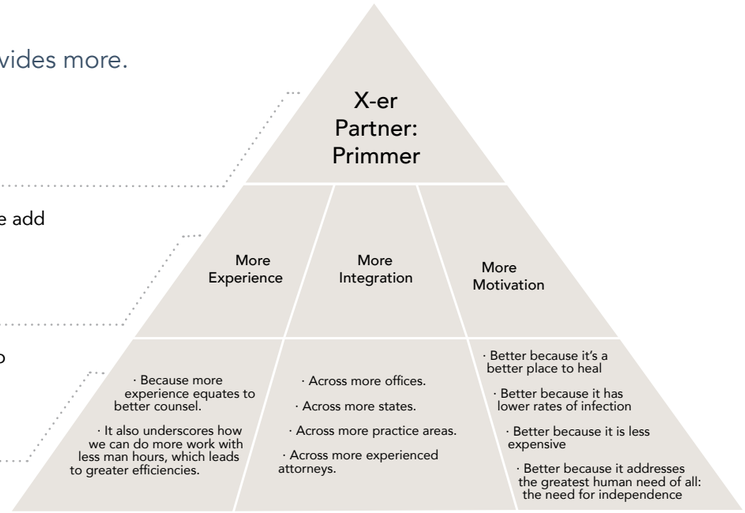
An easy to digest summary of how we add value to our customers

**Key Reasons to Believe**

Why should people believe we can do this?

**Critical Support**

What evidence can we show?




## OUR SOLUTION

Unified Simplicity

Law firm mergers are famous for creating brands with long strings of surnames linked by ampersands. This has the benefit of assuaging egos but often creates brand names that are both clunky and unmemorable. Our research uncovered the strengths of Primmer as the area of focus.

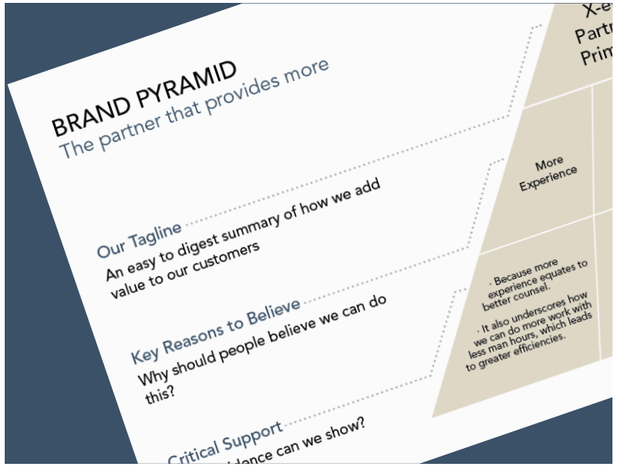
With that decision made, we would move on to stitching together six offices across three states by forming multi-state practice areas.












## STRATEGY DECK / BRAND PYRAMID

Market Research | Marketing Strategy | Planning

Law firms usually have focused areas of expertise. This allowed us to, within a unified framework, allow individual practice areas (Corporate Law, Healthcare Law, etc) to take the lead, regardless of where they resided geographically. Within Vermont, our use of the Primmer name allowed for continuity, whereas in New Hampshire we needed to beef up our outreach efforts to ensure an appropriate transition from the old Wiggins and Norie brand.




## EVENT MARKETING

Conferences | Event Presence

We aligned Primmer's conference and events presence materials to be in line with the new brand identity materials we created for them. One key indicator of their popularity was the degree to which attorneys themselves requested personal stashes of the items created. Items we developed included tablecloths, standing floor banners, bags, pens and folders. In addition, we created one-sheets to promote their individual practice areas.

## WEBSITE DEVELOPMENT

Landing Page Development | SEO

The website we created soon became the unifying element to bridge both brands. Our strategy of focusing on practice areas (of which there are 24), allowed us to place all attorneys, regardless of office, into a collective core. This approach also paid dividends for Search Engine Optimization (SEO), which could now embrace the added value of a cross-geographic presence. Attorneys themselves are also brands. In recognition of this, our website prominently promotes individual landing pages for each attorney in the firm.



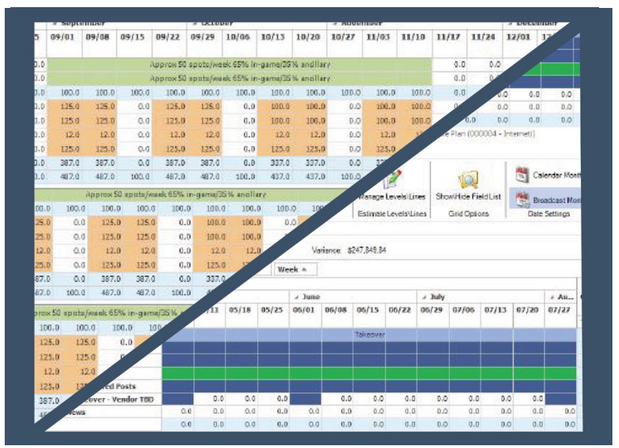

## BRANDING AND IDENTITY

Logo Development | Brand Style Guide | Creative / Concept | Graphic Design

Our research showed us that a unique feature of both firms was that they were not "stuffy." Each was noted for having highly intelligent, but approachable, individuals. Our solution was to use animal imagery to capture intensity / intelligence, while allowing anthropomorphic representations to gain a sense of familiarity. We chose species to highlight aspects of wisdom, speed, and authority.

PRIMMER

Primmer Piper Eggleston & Cramer PC



## MEDIA PLANNING

Media Planning | Media Buying

Primmer's outreach efforts were largely comprised of legacy buys in area law journals, and was often missing key opportunities to leverage new digital tools which would allow them to more efficiently target prospects. We overhauled their communication channel strategies by placing the website at the center of their marketing ecosystem, and promoted greater traffic via the introduction of Paid Search and Paid Social strategies.




## DIGITAL MARKETING

Digital Strategy | Paid Search | Online Banner Ads

We worked with law firm leadership to identify which practice areas would receive prioritized investment. For the last seven years, we have been methodically working through the improvement of practice area landing pages while creating intricate mini-marketing systems that throw traffic to them. These systems include a mix of organic SEO, content creation leading to inbound marketing, Paid Search and Paid Social strategies.



# BRINGING A COMMUNITY TOGETHER

An aging core of original co-op members needed to embrace new communications platforms to appeal to younger prospects.



MIDDLEBURY NATURAL FOODS CO-OP

Middlebury Natural Foods Co-op was planning a major expansion of their retail space in downtown Middlebury. Before launching, they wanted our help in upgrading their organization's marketing.

## THE CHALLENGE
At a crossroads

Middlebury Natural Foods Co-op was at a crossroads. Increasingly, they were experiencing a divide between their aging founding membership (who started the co-op in the '70s) and a younger cohort of members who were becoming more active, but needed both the messaging and the communication channel to be brought up to date. The Board, hearing of our good work for City Market, brought us on board to help.

## OUR APPROACH
Doing homework

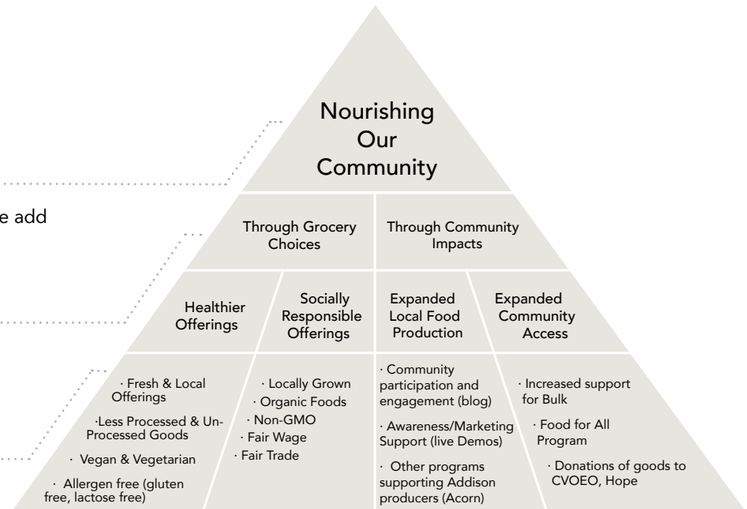
As usual, we started with research, which included focus groups representing existing members (both older and younger) as well as non-member prospects. We found significant differences in attitudes toward the co-op, yet we also uncovered important commonalities we could use in marketing. We also recognized the need to wholly upgrade the marketing communications platform of the co-op.

## BRAND PYRAMID
Guiding all communications

### Our Tagline
An easy to digest summary of how we add value to our customers

### Key Reasons to Believe
Why should people believe we can do this?

### Critical Support
What evidence can we show?




## OUR SOLUTION
Justifying the Price Premium

The key insight that drove our positioning work was that all members of the community deeply appreciate the co-op's role in bringing the community together through food -- especially the manner in which it allows the community to support the local agricultural ecosystem. Is the co-op more expensive? Yes, it is. But it is this insight that allows people to understand and justify the price premium involved.





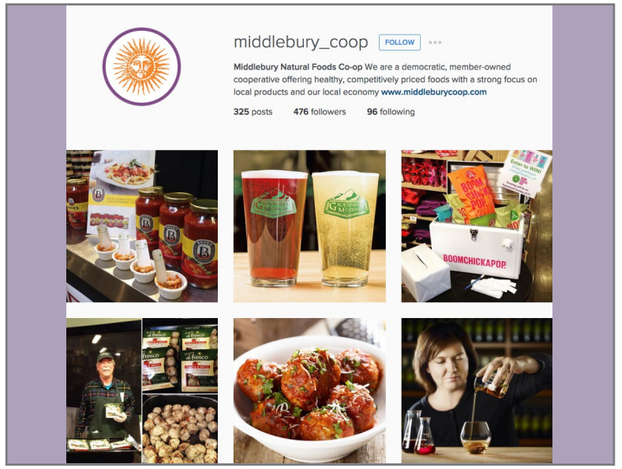





## FOCUS GROUP RESEARCH

### Marketing Research | Marketing Strategy | Planning

We worked to identify key target segments we needed to understand better. Working with the co-op, we created four different groups; younger cohorts vs. older cohorts, crossed by current members and member prospects. The research results directly informed our positioning work.




## SOCIAL MEDIA

### Digital Strategy

We worked with the co-op to take the content that was formerly reserved for their traditional, paper based newsletter, and re-purpose it more generically as “content”. Content that could be made into individual blog posts, which, in turn could fuel social media, and drive traffic to the site.

## BRAND STYLE GUIDE

### Copywriting | Creative / Concept | Graphic Design

The co-op has several on staff personnel in their marketing department, and we worked with them to set brand guidelines they could use to bring the co-op branded materials we made across all co-op communications, including web, collateral, print, in-store signage and much, much, more.




## PRINT CAMPAIGN

### Copywriting | Graphic Design | Photography

We even created a “Like to Eat with Neighbors” series of print ads that could be used to bring home to point that the co-op brings together the community around food. It helped underscore -- and justify -- why the co-op charges a price premium vs. traditional grocery chains.







## WEBSITE & DIGITAL MARKETING

### Digital Strategy

Perhaps the single greatest challenge was in the creation of a new website. The new site had to voice the new positioning and serve as the solar plexus of the newly created online marketing system, involving blogging, voting, membership renewals, social media and more.




## RESULTS

### Bringing a community together

The Middlebury Natural Foods Co-op Board credits our work with helping bring together the different age cohorts within membership, and re-setting and re-positioning the organization for future growth. Critically, this transformation was timed for the successful expansion (a doubling) of their retail space in downtown Middlebury.




# EMBRACING A NEW VISION FOR VERMONT

It's clear where the high quality, high paying jobs are headed. But will Vermont's rural self perception allow a transformation?



vtTA | **Vermont Technology Alliance**
The Voice for Technology in Vermont

The vtTA started life as The Vermont Software Developers' Association. From a growing, grassroots set of individuals, it needed to become the leading voice for tech in Vermont.

## THE CHALLENGE
How to tap tech

The vtTA needed to transform itself to embrace a broader mission, but had little to no resources to do so. Moreover, it needed to challenge existing cultural orthodoxy that technology is antithetical to the values and brand of Vermont.

## OUR APPROACH
Transforming it's voice

We realized the organization, in order to be successful, needed to embrace a new, more contemporary brand, and (ironically enough) embrace new digital tools that would allow it to deliver its important message on the shoestring budget they had to work with.

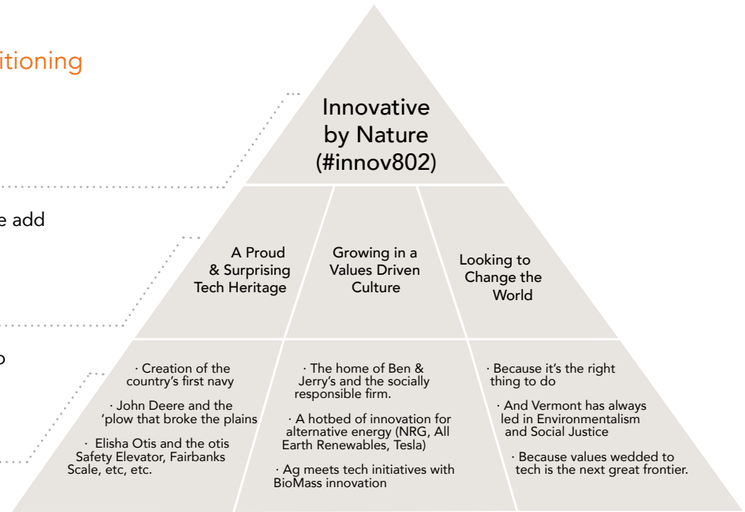
vtTA | **Vermont Technology Alliance**
The Voice for Technology in Vermont

## BRAND PYRAMID
Towards a new Vermont positioning

**Our Tagline**
An easy to digest summary of how we add value to our customers

**Key Reasons to Believe**
Why should people believe we can do this?

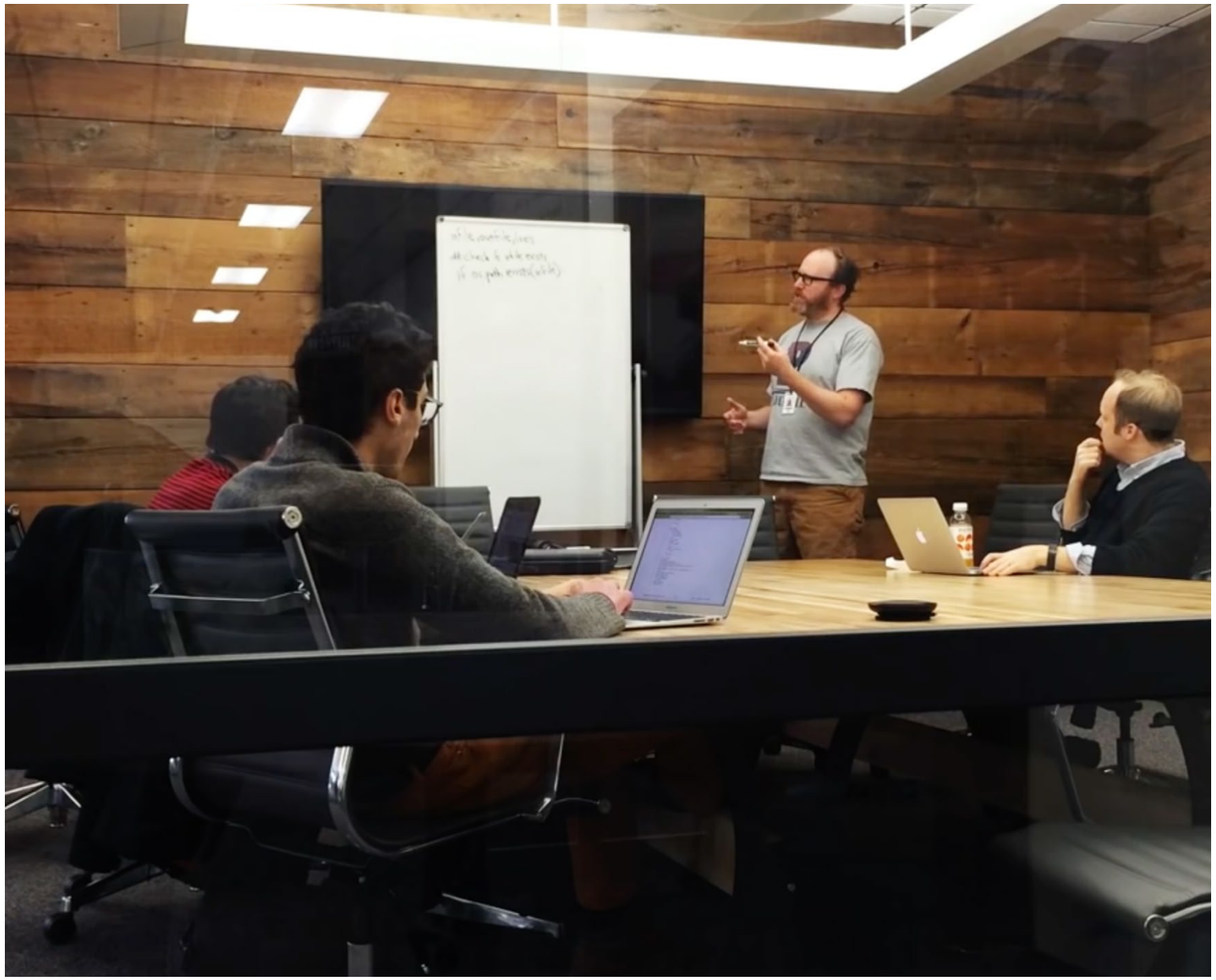
**Critical Support**
What evidence can we show?




## OUR SOLUTION
Beyond 'Bucolic bumpkinism"

On a pro bono basis, we've been working over the last five years to do nothing less than to construct a new and re-envisioned positioning for brand Vermont. That positioning needed to directly challenge the historical "come recreate in my rural yesteryear" brand equities that the state has been promoting for so many decades.

Critical in creating a compelling argument for tech was to take what we identified as Vermont's "sublimated narratives" and bring them to light. We created a vibrant and technologically sophisticated communications system to get the word out, with a newly voiced narrative for the state championed in a new video.






## RESULTS
Transforming Vermont's voice

The vtTA has gone from strength to strength following our adoption of the new branding and positioning work we've created on their behalf. It's helped the vtTA receive grants to further their work. Governor Scott and Mayor Miro have both asked to use our video, and the legislature now regularly asks for vtTA's counsel on upcoming legislation. The Agency of Commerce has even taken our video and made it the keynote for its "Think Vermont" website.




## TECH EMPLOYMENT REPORT

Copywriting | Creative / Concept | Graphic Design

The vtTA saw the Dairy Economic Impact Study, and the Travel & Tourism Impact study, and realized that it needed its own study to bring before the legislature. So we helped gather the data from the Department of Labor, and turn it into a powerful & persuasive argument for tech. See it here.



## LEGISLATIVE EVENT

Event | Marketing | Media Planning

With this new economic impact data in hand, we helped the vtTA create an event at the Capital Plaza, and invited the legislative community and key stakeholders to listen to the key findings. We created a sexy Prezi campaign, sent out invites using EventBrite, and thumped for attendance using email and social media channels.

## RECRUITMENT SURVEY & INSIGHTS

Market Research

Vermont firms have challenges in hiring candidates to meet their tech needs. A fair amount of anecdotal evidence existed around the host of issues related to attracting tech talent to Vermont. We worked with the vtTA to better organize and quantify these insights to help employers and the State be better informed.




## BRAND IDENTITY WORK

Graphic Design | Creative / Concept

We created unique and contemporary graphics to position the vtTA more progressively. Our 'net-mesh/dot-matrix' graphic, along with a simple and powerful color scheme, has helped contemporize and bring added vitality to the vtTA brand identity.






## VIDEO WORK RE-VOICING VERMONT

Video Production | Copywriting | Creative/Concept

We're not shy about tackling big topics. In evidence: our work for the vtTA, which involved sourcing existing and shooting new video that told a fresh take on Brand Vermont; one where tech could fit naturally alongside the cows and natural landscapes Vermont is well known for.



## PRESS & PUBLIC RELATIONS

Legislative Session | WDEV (outreach / PR)

We even help the vtTA garner press coverage, including creating a sponsorship for the last Gubernatorial debate about tech in Vermont. We also received coverage on the Jane Lindholm show "Does Brand Vermont Need Updating?", radio time on WDEV, coverage on WCAX, and multiple other media outlets.



# RE-COGNITION

Some times you need a little change. Some times you need a lot. One of our longest standing clients has benefited from years of our pro bono assistance.



ReSOURCE
A Nonprofit Community Enterprise

Steve Conant, our landlord on Pine Street, served on the Recycle North board. One day he came in to our office and asked if we'd help the organization work through branding issues it was facing. This led to our over ten year relationship assisting this pioneering local organization.

## THE CHALLENGE
To Re-Work the brand

When Recycle North was formed in the 1970s, recycling meant something completely different than it does today. Which is why, over forty years on, people kept stopping by with blue bins filled with light bulbs, newspapers and soda cans. With an expansion into Barre, and multiple poorly digested acquired entities (for example, Youth Build), the organization needed to sort through their branding.

## OUR APPROACH
Re-Construct the brand

We conducted low cost market research to understand how well the broader Chittenden community understood the totality of the organization's offerings. The key finding: it was well known as a place where you could buy shabby couches and lamps. Yet the organization does tremendous work beyond the "stuff" side, investing heavily in helping disadvantaged people. We needed to help the organization better tell that "investment in people" side of the story.

ReSOURCE
A Nonprofit Community Enterprise

## BRAND PYRAMID
Guiding all communications

**Our Tagline**
An easy to digest summary of how we add value to our customers

**Key Reasons to Believe**
Why should people believe we can do this?

**Critical Support**
What evidence can we show?




## OUR SOLUTION
A new branded architecture

By our nature, we prefer to evolve brands not revolutionize them. We brought back three potential paths: stay with the existing brand name, change the branded proposition modestly or dramatically re-envision the branded architecture. We presented concepts for each path, and we collectively settled on the creation of a new umbrella brand “ReSource” with several subdivisions: ReBuild, ReTrain, ReStore and ReLief. We then created a new identity system, and suggested they use a key asset -- their rolling stock -- as a billboard to broadcast the breadth of their offerings.









## GETTING CREDIT

NMC Needed to Own How it Had Evolved Over Time

The hospital had evolved, but its image had not. UVM Medical Center was starting to pick off high revenue customers. It was time to act.

NMC
NORTHWESTERN MEDICAL CENTER

We worked with Northwestern Medical Center after being recommended for our work with Central Vermont Medical Center. For six years we helped the hospital fight off encroachment from UVM Medical Center, growing NMC's revenue by $36 million, and helping the hospital become the most profitable healthcare institution in Vermont.

## THE CHALLENGE

Gaining Acceptance

The hospital's services had been expanding for 15 years but research showed they weren't getting credit. NMC needed to evolve its marketing platform to better reach and inform its community.

## OUR APPROACH

Focusing on the Positive

Over the course of the first few months we conducted extensive research with area patients, hospital staff, and local physicians. Research revealed that the hospital's smaller size provided a meaningful and differentiated benefit versus Fletcher Allen's unwieldy, institutional feel. Rather than focusing on NMC's "smallness," we decided to focus on the positive aspects its smallness conveys: intimacy and community connectedness.

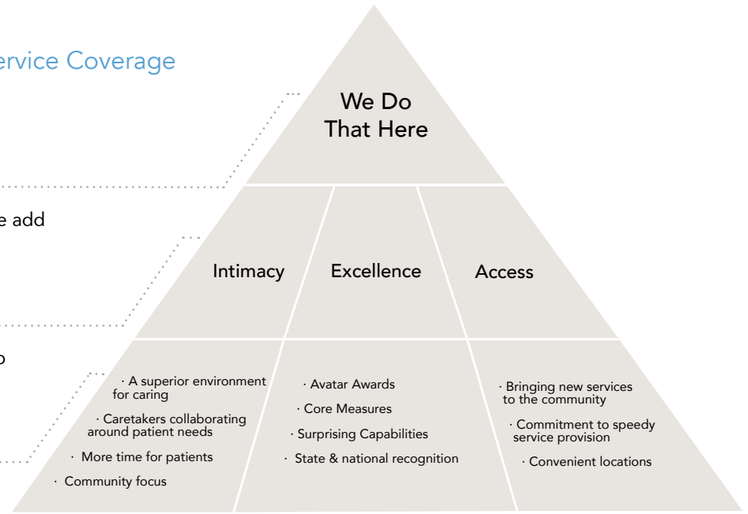
NMC
Northwestern Medical Center

## BRAND PYRAMID
### Expanding Perceptions of Service Coverage

**Our Tagline**
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**Key Reasons to Believe**
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What evidence can we show?



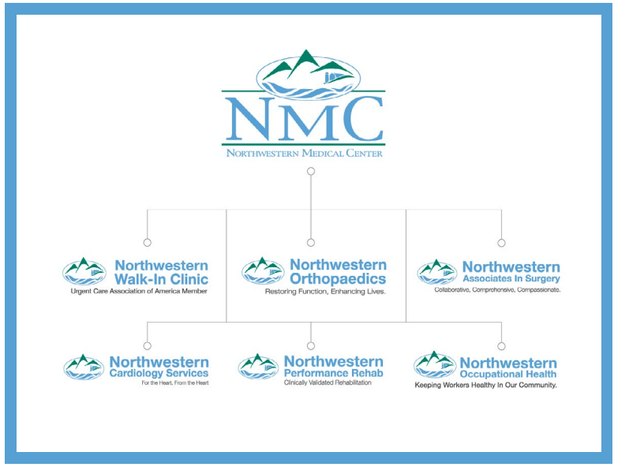

## OUR SOLUTION
### A Method to Fight "Enormo-Corp"...

Our challenge was to devise a campaign that could deliver this new positioning. Critically, we wanted to shift the hospital from a communications platform of "let me tell you about me" to a new communications focused on "let me show how we're serving you." The new campaign needed to be flexible enough to reinforce the breadth and depth of the new service offerings the hospital was bringing to the community. That's how we came up with the "we do that here" tagline. We've used it ever since, and have found it to be infinitely flexible in discussing the multiple offerings the hospital has for its community.






{ } *we do that here.*




## IDENTITY SYSTEM DEVELOPMENT

### Graphic Design | Branding | Identity System

NMC was acquiring multiple specialists practices in the area. Each had their own name and identity. In order to better compete against UVM's offerings, we developed a new brand identity system for the hospital. The new system populated new signage throughout the community reinforcing the hospital's size and expanded specialist offerings.




## DIRECT MARKETING

### Media Planning | Database Marketing

Hospital revenues are tightly tied to specialist services. NMC was spending significant money hiring specialists to bring new services into the community. We successfully launched multiple new practices for the hospital including Spine Surgery, Hand Surgery and Ophthalmology. These new specialist services were a key revenue driver for the hospital as it achieved the highest margins for any health system in the state.

## RESEARCH & FOCUS GROUPS

### Market Research

At the outset of our efforts, we wanted to establish baseline community awareness levels and perceptions on key attributes. To keep costs down, we partnered in the study with local TV station WPTZ. We went on to conduct focus groups with nurses which provided valuable insights used in our recruitment efforts.



## RECRUITMENT

### Creative / Concept | Collateral

You can't run a high quality healthcare system if you can't attract high quality providers. We created unique recruitment materials to tempt prospects into achieving a Vermont lifestyle. This Viewmaster was one such unit and won a regional marketing award. It was all part of a larger effort to modernize the hospital's marketing efforts which we expanded to include a host of digital platforms. Our efforts helped drive $300,000 in savings on traveling nurses' salaries after only a year.



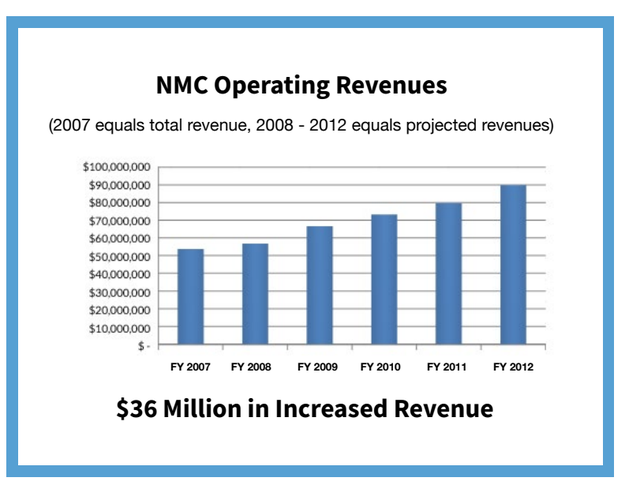




## WEBSITE DEVELOPMENT

### Web Dev | Landing Page Development | SEO

To call the hospital's original website primitive would be an understatement. We re-worked the user experience (UX) to more easily bring prospects to the services on offer. We also reinforced the community feel through the acquisition of images that told the story of the hospital's care for its community. Our hard work was rewarded with web traffic more than doubling over the span of five years.




## RESULTS

### Being Small & Standing Tall

Our campaign, in conjunction with a successful launch of several new service lines (Ophthalmology, Walk-in Clinic, Spine Surgery, Primary Care, etc.) has been widely credited with facilitating NMC's $36 million in revenue over the past six years. Moreover, Northwestern Medical Center's operating margins continue to be the most robust in the state.



# REWORKING THE MARKETING FUNCTION

New leadership needed to re-configure how to market the firm's offerings after the death of the founder.



**Superior Technical Ceramics**
*Engineering. Partnership. Solutions.*

Superior Technical Ceramics (STC) is a nationally prominent multi-million dollar producer of high end technical ceramics components. We were contacted after the death of their founder created a need to wholly re-construct the firm's marketing function.

## THE CHALLENGE
### A New Beginning

Bob Church, a leading figure in the ceramics industry, had led the company for many decades. His outgoing nature and extensive industry contacts essentially served as the marketing function of the firm. His death left a large void.

## OUR APPROACH
### Stepping Back & Reviewing

We used our Brandthropology Process to step back and do our homework on the brand, the competitive context of the industry, and the insights that drive engineers' choices in selecting technical ceramics partners. This research would inform our development of the brand and a new & updated marketing ecosystem to support it.

**Superior Technical Ceramics**

*Engineering. Partnership. Solutions.*

## BRAND PYRAMID

### Guiding All Communications

**Our Tagline**

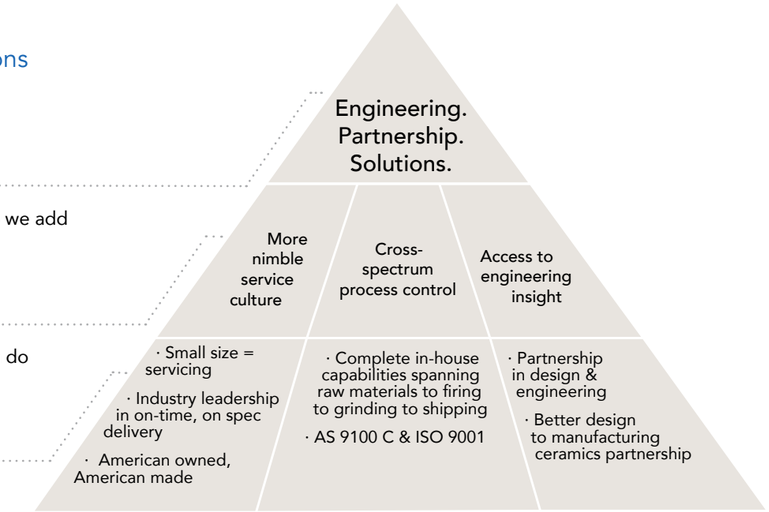
An easy to digest summary of how we add value to our customers

**Key Reasons to Believe**

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**Critical Support**

What evidence can we show?



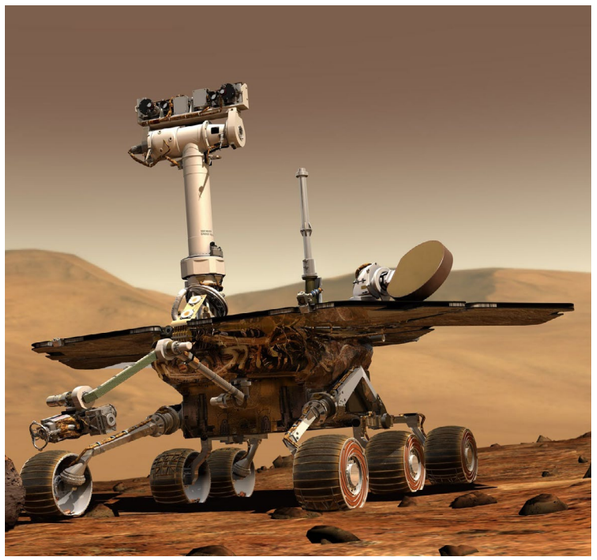

## OUR SOLUTION

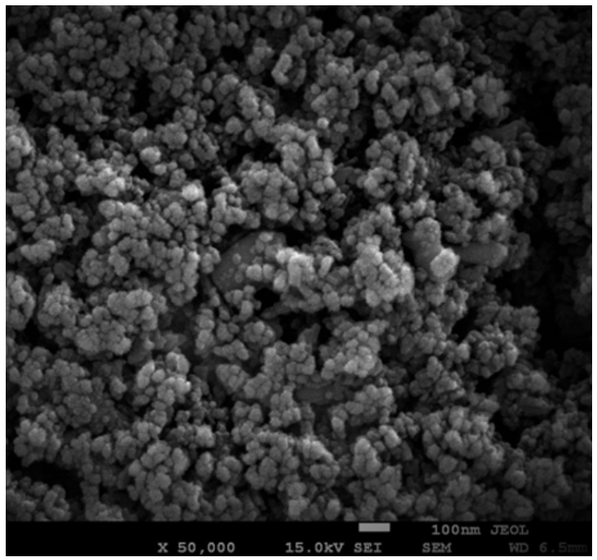
### Embracing Its Modest Scale

Our extensive research showed that STC faced massively large multi-billion dollar competitors, including firms such as Kyocera, Saint-Gobain & Morgan. These firms could undercut pricing by producing ceramics in volume via large contracts.

We observed that STC could make a virtue of its small size and deep well of materials expertise to concentrate on smaller, higher value components, often in high tech industries such as aerospace, defense contracting and nuclear energy.










## STRATEGY DECK / BRAND PYRAMID

Market Research | Market Strategy | Planning

The firm was now owned by the founder's family, who collectively had limited exposure to the industry. So we worked to achieve a shared understanding of the overall market, STC's strengths within it, and how these strengths aligned with engineering prospects' preferences in the key industries we identified



**Superior Technical Ceramics Hires Industry Expert to Lead Engineering Efforts**

*New Hire Underscores STC's Continued Investment in Talent and Infrastructure*

**St. Albans, VT, June 16th, 2020**

Superior Technical Ceramics (STC), one of the country's most experienced and most consistently pioneering manufacturers of technical ceramics, announced that Dr. Kristen H. Brosnan, Ph.D., had joined the company as Technology Director. Dr. Brosnan joins STC from General Electric, where she most recently served as Technology Manager for Metals and Ceramics at GE Research, where she concentrated on high temperature materials solutions.

"We are delighted to welcome Kristen to our team, and look forward to utilizing her considerable expertise and experience in the development and application of technical ceramic material solutions for our national and international clientele in their demanding applications," said Peter Morten, CEO of STC. "We know Kristen's background and experience is a great fit for the pioneering work we're doing across a host of industry sectors. Her leadership skills in engineering will be greatly leveraged for enhanced project execution."

## PUBLIC RELATIONS

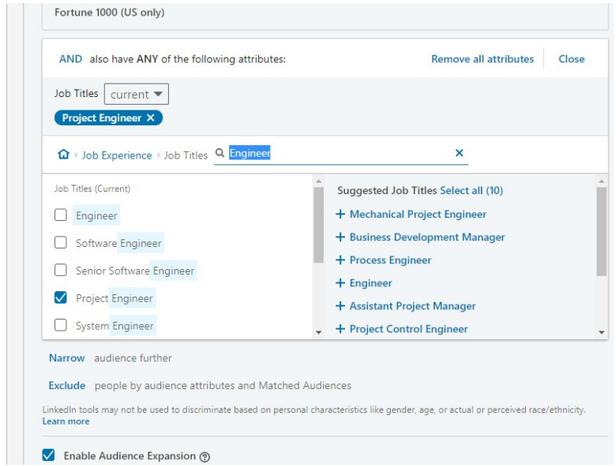
Copywriting | Creative Concept | Graphic Design

We created a PR plan for the firm, outlining specific instances where PR outreach efforts should be deployed. These included the acquisition of key new equipment and the attributes they enabled, the arrival of key new hires, and the merchandising of White Papers we authored on the subject of key ceramic material properties. We then worked to create and dedupe powerful distribution lists that included clients, industry periodicals and key industry contact lists.

## MEDIA PLANNING

Media Planning | Media Buying

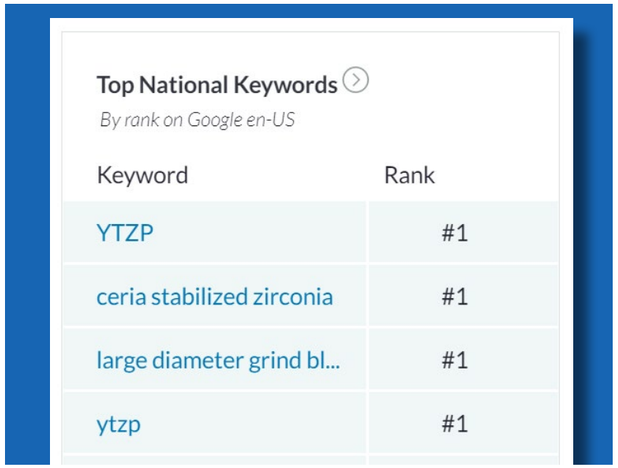
STC's outreach efforts were largely comprised of legacy buys in traditional science journals, and was entirely missing the opportunity to leverage new digital tools which would allow them to reach minutely targeted audiences of engineers wishing to deploy their materials. We overhauled their communication channel strategies, placing the website at the center, and promoted greater traffic via the introduction of Paid Search and minutely targeted LinkedIn outreach strategies.




## DIGITAL MARKETING

Digital Strategy | Paid Search | Online Banner Ads

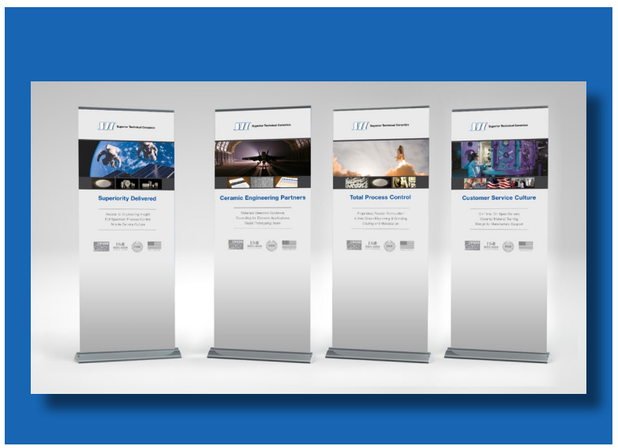
Critical to the success of our newly constructed marketing efforts were the Paid Search campaigns we created. These were tied to materials and industrial segment landing pages we created. We also implemented Remarketing Display Ads that would follow those engineers who had clicked on our Paid Search ads. These efforts were a transformative success that allowed STC to be far less reliant on third party manufacturers' representatives, who had traditionally played an intermediary role, and guardedly retained key client contact information to themselves.



**Top National Keywords**

*By rank on Google en-US*

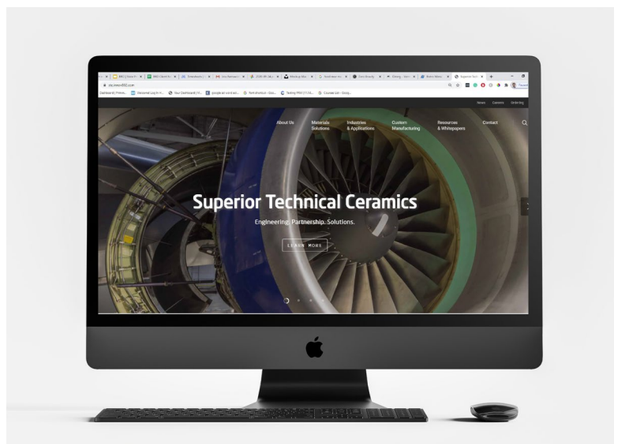
| Keyword | Rank |
|---|---|
| YTZP | #1 |
| ceria stabilized zirconia | #1 |
| large diameter grind bl... | #1 |
| ytzp | #1 |




## EVENT MARKETING

Conferences | Event Presence

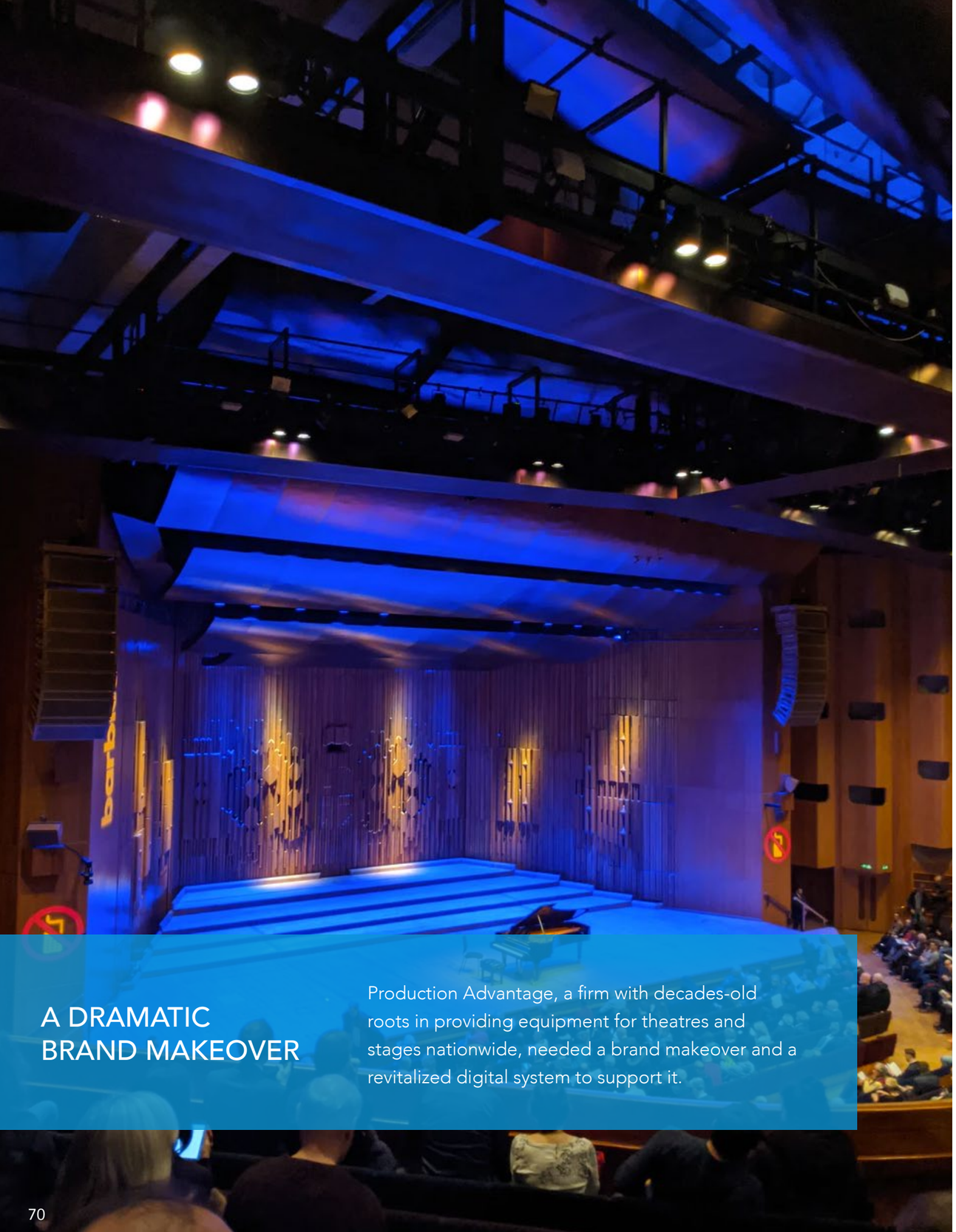
STC needed to continue to participate in conferences and events, but needed to invest in the professionalism of its presentation and the degree to which its materials focused on its core expertise; the materials expertise of its engineers. We re-worked to align collateral to address specifically targeted industries for higher relevance and improved conversions.




## WEBSITE DEVELOPMENT

Landing Page Development | SEO

STC's web presence was rudimentary (and that's putting it kindly). The founder believed that the best marketing was personal connections, and hadn't embraced the opportunities the web could offer. We invested in creating a powerful site that now has the strongest SEO in the industry for key technical ceramics terms. In fact, after over ten years of work, we're proud to now have over 30 top keyword terms for which we have the number one position in Google organic search.



# A DRAMATIC BRAND MAKEOVER

Production Advantage, a firm with decades-old roots in providing equipment for theatres and stages nationwide, needed a brand makeover and a revitalized digital system to support it.



Production Advantage

Ron Kline, Production Advantage's General Manager, knew us from our work in support of Vermont Chamber of Commerce Business Expo. He approached us to conduct a brand audit with key findings to revitalize his venerable firm.

## THE CHALLENGE
### The Play Must Go On

The origins of the firm lay in its printed catalog that enjoyed preeminence in the 70s through the early 90s. But the firm had not adequately invested in the web and digital infrastructure necessary to keep up with national competitors.

## OUR APPROACH
### Raising the Curtain

We conducted audits of the brand's marketing and website presences, broadly engaging with employees and stakeholders throughout the organization. We wanted to make sure that the changes, likely to be dramatic, came "up from within" the organization, rather than being perceived as coming from "outside."

## BRAND PYRAMID
### Guiding All Communications

**Our Tagline**

An easy to digest summary of how we add value to our customers

**Key Reasons to Believe**

Why should people believe we can do this?

**Critical Support**

What evidence can we show?




## OUR SOLUTION
### All the World's a Stage

We developed a three prong approach. First, we needed to create a new and contemporary brand that would rejuvenate the organization, in the eyes of its employees, prospects and peers. Secondly, we had to invest in the creation of a modern e-commerce website that would serve as a better place for conversions to take place.

Lastly, we needed to reconfigure human resources within the organization to be able to embrace new opportunities that more recent digital tools can provide.











## STRATEGY DECK / BRAND PYRAMID

### Market Research | Marketing Strategy | Planning

In conducting our marketing audit, we reviewed the competitive landscape Production Advantage faced. In the age of Amazon and B & H, the firm needed to look beyond "selling stuff" to selling its expertise. This required a shift toward service provisioning (audits of stages, installing lighting and music systems, etc.) and working as an exclusive agent of fewer higher end providers. Concomitantly, the brand needed to be about the people and their expertise, not about the stuff and its price. Hence our tagline "We're the People Behind the People Behind the Show."




## BRANDING AND IDENTITY

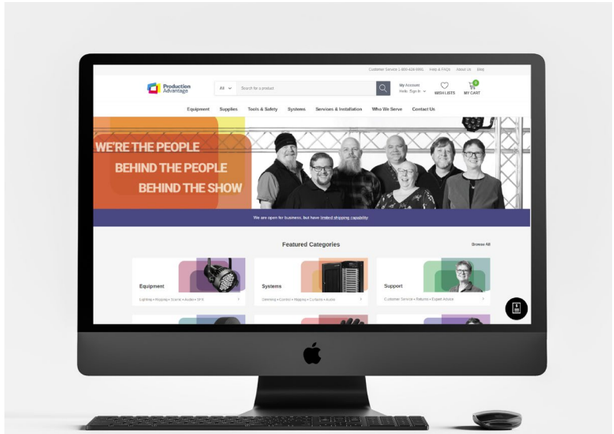
### Logo Development | Brand Style Guide | Creative / Concept | Graphic Design

Our branding and identity work was inspired by gels used by lighting designers to evoke moods on the stage. Yet the logo is given a contemporary / digital twist as the brand colors allude to CMYK (cyan, magenta, yellow and black). The style guide we created provides the client with detailed instructions for use in various offline and online media. They loved it all so much that they gave us our very own klieg light with associated gels. :)

## WEBSITE DEVELOPMENT

### Landing Page Development | Market Segmentation

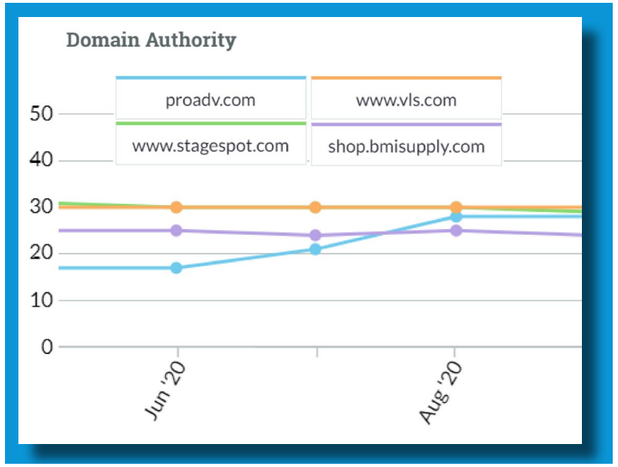
As we do with many of our clients, we placed them in content management systems (CMSs) that are easily managed by internal resources. In this case, we created a Big Commerce / Woocommerce platform. We then cascaded the new brand across the site, taking special care to craft landing pages for key target audiences we wished to pursue, including Houses of Worship, Theatres, Production Professionals and Live Events.

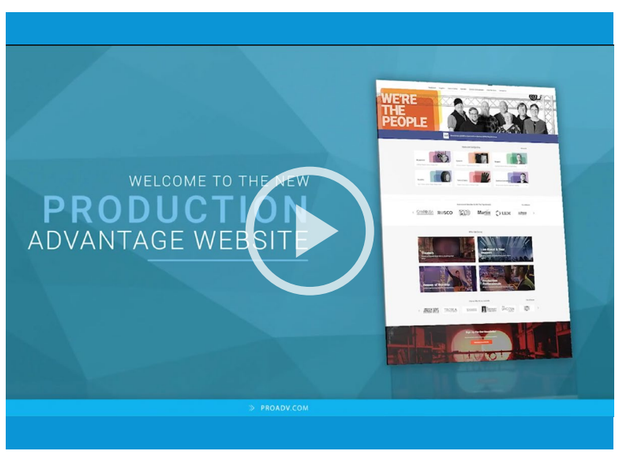



## DIGITAL MARKETING

### Digital Strategy | Search Engine Optimization | Online Banner Ads

We have been training client personnel in the art of merchandising products in ways that enhance their Search Engine Optimization (SEO), which is so critical to sales on the web. These skills include meta tag descriptions, tagging of images, keyword research that drives copy and content creation and more. Next, we'll be tackling the creation of mini-marketing systems that drive traffic to the market segments we've identified as priorities.




## VIDEO PRODUCTION

### Conferences & Events

Our new positioning "We're the People Behind the People Behind the Show" informed our conference and event planning work. With the client's help, we envisioned a multi-screen presence that highlighted the firm's individual sales reps, their tenure in the industry and their areas of expertise. We also made some pretty sweet give-aways to pass out which is always a popular outreach approach. These include lanyards, t shirts and branded stencils for creating lighting design.



## PHOTOGRAPHY

### Imagery Acquisition | Branding

In our strategy work, we identified the need to highlight Production Advantage's personnel. They have more experience, and that experience makes them a better resource for client prospects to take counsel with. So, we set up a photo shoot to make heroic the "We're the People Behind the People Behind the Show." Not only did it help thump the brand's relevant differentiated benefit, it lifted the staff's spirits in the process.

# Contact Us

Interested in learning  more? Reach out to us and we will set a time for a free consultation

info@brandthropology

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(802).862.2400 | www.brandthropology.com