BRANDING FOR PROFITABILITY

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SAGE ENVIRONMENTAL CONSULTING

№1 BRANDING ALIGNED WITH COMPANY GOALS

A company brand works like a fingerprint that leaves its mark on every aspect of an operation to affect profitability. When branding is intentionally aligned with company goals, it becomes a purposeful, long-term investment that takes a company where it wants to go.

An intentional brand:

- Builds a unified culture that creates morale and encourages higher performance
- Motivates efficient work by communicating company expectations
- Attracts prospective employees aligned with company vision
- Communicates service/product value so employees can sell to customers effectively
- Drives sales by differentiating you from competitors
- Supports your pricing structure by shaping perceptions about your service/product
- Reduces cost of sales by securing repeat business
- Builds customer loyalty by creating positive emotional connections

№2 METHODOLOGY FOR CREATING INTENTIONAL BRANDS

Strategy
First, we get to know you and then we also help you get to know yourself better

We begin with a positioning intake to help you discover or solidify your unique place within the market and cultivate your distinctive voice. We collaborate with you to clarify the following:

- Competitive advantages
- Company story that engages audience
- Current and aspirational reality
- Branding goals aligned with your business model

Steve Probst, CEO and Founder of 4C

Attend **Branding for Profitability** with Steve Probst

Leadership drives culture which intentionally shapes a brand that can then better serve customers.

THURSDAY, 2/19
ROOM 509
8 – 10 AM

Content Messaging
Next, We Develop Messaging

We help you identify valuable base content and weave in focal points to generate copy that conveys identity and technical information effectively. With years of experience in the compliance world and environmental industries, we know how to make the most technical information accessible through an engaging voice.
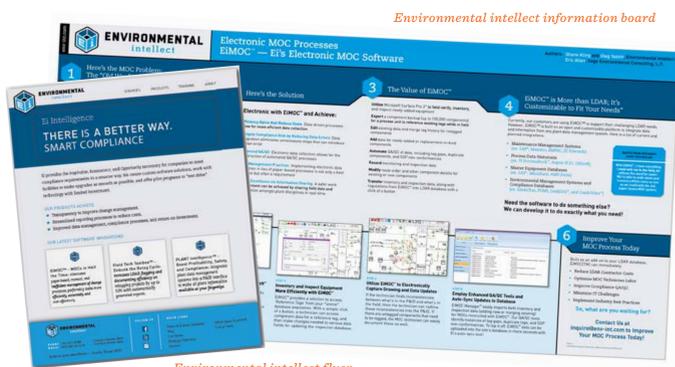
Design
Lastly, We Put It All Together With Visuals

Visuals activate your messaging, creating an emotional connection, encouraging repeat business, and ensuring company growth. We bring top-level design to clients, attracting the best talent to industries typically under served by the creative community. We create your brand identity in line with your vision to capture the visual "wow" factor that changes the game.

№3 THE RESULTS

Here are some examples that show how Sage's branding solutions can meet a variety of business needs that affect the bottom line.

Environmental intellect information board

IMACC Service Sheets

Environmental intellect flyer

IMACC Trifolds

Safety branding; logo, invitation to safety program roll-out, and employee safety handbook.

Cultural explore: derivation of USLM's logo (above) broken out into the components of their intentional safety culture.

Environmental intellect (Ei)
Increasing Product Awareness

Ei, a next generation compliance software company, wished to establish a presence with potential clients and increase product awareness. Sage Branding set the company up for success with a cultural explore, strategic positioning, and a branding plan that executed their identity and messaging in distributed materials.

BRAND PACKAGE: Brand Strategy & Positioning
Corporate Video • Logo & Identity • Website

RESULTS: Increased Market Recognition •
Additional Sales • Boosted Morale • Established
Short and Long-Term Goals within the Marketing
Vision • 50% Increase in Web Viewership

IMACC
Positioning for the Global Marketplace

When Industrial Monitor and Control Corporation wanted to be seen as a provider in the global marketplace, Sage Branding performed a rebrand of the entire company. IMACC's new identity was carried across 15 vastly different products in just 1.5 months— a true feat of design in record time!

BRAND PACKAGE: Logo & identity
• Sales Tools (Technical Information
Sheets, Product Spec Sheets) •
Conference Materials

RESULTS: Enhanced Market Presence
• Increased Client Interaction •
Attracted International Client Attention

Confidential Chemical Co.
Ensuring Successful Mergers & Improving a Corporate Safety Record

When company mergers resulted in several different safety visions, Sage helped align stakeholders, translating industry safety messaging into content and copy and rolling out a program consistent with company identity.

BRANDING PACKAGE: Cultural Explore
•Safety Logo • Safety Program Roll Out
Promotions • Employee Safety Booklet •
Safety Swag • Bimonthly Newsletter

RESULTS: Safety Incidences Reduced
by 50% • Corporate-Wide Adoption of
Logo • Facilitation of Communication and
Cooperation Across Regional Plants
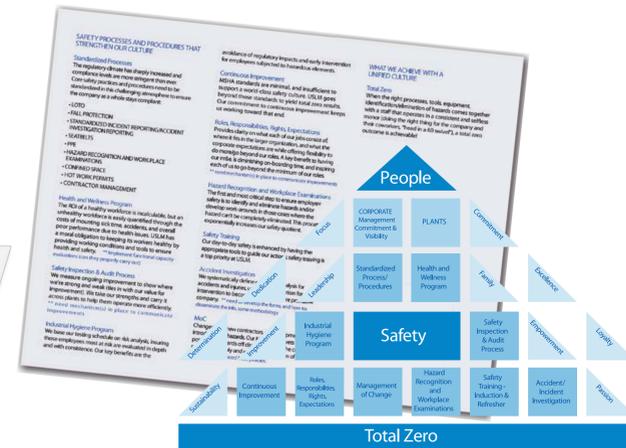
US Lime
Bringing Focus to Culture

To implement corporate safety standards while respecting the independence of individual plants, US Lime engaged Sage Branding for help with defining their safety culture. Sage Branding helped to pull, sift through, uncover, and construct the various pieces of the company's culture, and collaborated with executive staff to set an intentional direction for their culture.

BRANDING PIECE: A culture map that communicates essential, and intentional, company values and vision.

RESULTS: Provided a guiding document that serves as a foundation for company communications.

№4 DO YOU NEED BRANDING?

If you are interested in the following, the answer is YES:

- Name recognition in your industry and client base
- Generating sales $$$$
- Growing your client base
- Improving employee recruitment and retention rates
- Increasing the value of your product
- Realizing cost savings
- Motivating employee and customer behavior toward the company's success

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Friendly Service, No Surprises!®

A sample of Sage's sales tools (trifolds, service sheets) and mindshare.