

BRANDING APPROACH & PROPOSAL

July 12, 2023



The Mx Group

What We Heard...

You want...

- A refreshed and modern master brand
- The Master brand able to be carried through to GTS Transportation, GTS Freight Brokerage and GTS Truck Leasing.
- Have a brand expression that is based on strategic insights
- Articulates a compelling and concise message internally and to the world.

You need a partner who will...

- Bring new and different perspective
- Sharpen and enhance work that has been done recently
- Maintain some parts of visual identity (e.g. blue) but open to significant change
- Take execution (e.g. signage, website, etc.) into consideration, but launch is not part of this scope

CURRENT BRAND ARCHITECTURE & LOGOS



Master Brand



Sub Brands

OUR BRANDING METHODOLOGY

Developed from over 30 years of experience working with B2B brands, our Persuasive Process™ is designed to uncover and transform insights into a brand platform that will captivate your buyer and move your business forward.

WE HAVE RECENTLY APPLIED THIS METHODOLOGY TO DEVELOP CORPORATE, DIVISIONAL AND PRODUCT OR SERVICE BRANDS FOR:



THE PERSUASIVE PROCESS™

The Persuasive Process™ is built from the ground up to quickly and effectively deliver a differentiated, simple and resonant brand platform for marketing and sales.



This framework is flexible enough to adapt to the needs of each brand and organization and unfolds over several stages:

BRAND IMMERSION

Insights to inform the brand strategy based on competitive & category analysis, stakeholder and customer interviews and quantitative research.

BRAND STRATEGY

Crafting your Brand Definition — a focused articulation of what the brand is about — and your Brand Architecture to lay the foundation for your brand experience.

BRAND EXPERIENCE

Creation of the verbal, visual and sensory identities. Delivering on the brand definition in a way that lives up to the brand idea.

BRAND MANAGEMENT

Development of brand guidelines, rules and inspiration that drive alignment across the organization.

BRAND ACTIVATION*

Design and development of essential activities that bring the brand to life across the website, customer journey, campaigns and more.

**Brand Activation is not included in this proposal*

BRAND INSIGHTS

In the Brand Insights phases we are focused on getting to know your business and then conducting the research and analysis that will inform the brand expression. This will often include a mix of stakeholder interviews, data gathering and desk research.



Stakeholder Interviews

We ask key members of your organization to complete a comprehensive questionnaire and interview process. The answers give us insight into your stakeholder's perspectives on competitive position, differentiating benefits and long-term corporate goals.

Competitive Research

A thorough audit of your key competitors to help us gauge your position in the marketplace.

1:1 Customer Interviews (Optional)

In order to gain qualitative customer perspective into your message and brand, we conduct deep 1:1 interviews with customers and prospects.

BRAND STRATEGY

Grounded in a detailed understanding of your business, market, and qualitative and quantitative research and analysis, we will begin the process of defining your brand so that we can bring it to life.

Consensus Meeting

Following completion of the research, questionnaires and interviews, The Mx Group and client teams meet to review and discuss the results, balancing the internal perspective with the external research, and coming to agreement about the core underpinnings of the brand strategy.

Brand Definition

Using the strategic foundation agreed to in the consensus meeting, The Mx Group develops a unique brand definition that acts as the “flag on the horizon” at which all future marketing communications are aimed.



Buyer Personas (Optional)

Using the insights gathered, the Mx Group will produce buyer personas for your key buyer archetypes. These personas prove invaluable to ongoing sales and marketing initiatives.

BRAND DEFINITION

The Brand Definition is derived from research-based insights and a collaborative process with our clients, and acts as the springboard for the creative process.

VISION

A forward-looking statement about what the company is striving to achieve in the world.*

*And it's often bigger than just company/business objectives

MISSION

Defines the present state of an organization — what you do everyday and for whom.

BRAND PLATFORM

The overarching strategic idea that marries the “what” and “why” and lies at the heart of your marketing. It’s an articulation of your brand strategy.

VALUE PROPOSITION

An articulation of the benefit received by your customers. It’s what people get out of using your product / service.

PILLARS

The foundational business attributes that enable you to deliver on your brand mission. The differentiators that set you apart.

PERSONALITY

The character the company presents to the world. It’s “how” you say “what” you say. Or in other words, it’s the way you express yourselves.

BUILDING THE GTS BRAND HOUSE

BRAND PLATFORM

The overarching strategic idea that marries the “what” and “why” and lies at the heart of your marketing.
It’s an articulation of your brand strategy.

Vision

A forward-looking statement about what the company is striving to achieve in the world.*

Mission

Defines the present state of an organization — what you do everyday and for whom.

Pillars

Pillar 1

The foundational business attributes that enable you to deliver on your brand mission. The differentiators that set you apart.

Pillar 2

The foundational business attributes that enable you to deliver on your brand mission. The differentiators that set you apart.

Pillar 3

The foundational business attributes that enable you to deliver on your brand mission. The differentiators that set you apart.

RTBs

Reasons to Believe

- Proof points that support the pillars of your brand

Reasons to Believe

- Proof points that support the pillars of your brand

Reasons to Believe

- Proof points that support the pillars of your brand

Tone

The character the company presents to the world. It’s “how” you say “what” you say. Or in other words, it’s the way you express yourselves.

BRAND EXPRESSION & MANAGEMENT

Guided by the agreed upon Brand Definition, we will move into the final stage of bringing your brand to life through creative and visual expression.

Exploration of Creative Territories

Using the approved Brand Definition as our flag on the horizon, The Mx Group will explore a range of initial creative directions. In a Tissue Session, you will see these possible directions and we will decide on which to develop further.

Brand Concepts Presentation

Following the Tissue Session, The Mx Group will develop three sets of creative executions that show how the brand definition can be brought to life in the real world of websites, logos, ads, collateral or other media. You will see three unique paths but each one will fully support the brand as it's been defined.



Brand Guidelines

From an approved brand concepts, The Mx Group will document the finalized brand expression into detailed brand guidelines to ensure consistency in execution by your team and The Mx Group as we create tools and assets for the internal and external activations.

OUR APPROACH

- We will apply our Persuasive Process™ to gather insights, build the GTS brand house, develop the Brand Platform, create the visual identify and formalize the brand guidelines
- We have provided two options for the scope of the project to allow flexibility in budget, timing and deliverables.
 - The “Good” option draws heavily on the interviews and workshops with GTS stakeholders to gather the insights that will allow us to sharpen and refine existing brand elements and build new ones. A core set of corporate and visual identify elements will be developed.
 - The “Better” approach will incorporate direct interviews with GTS customers and employees, greater category and competitive research and analysis. In addition to the core set of corporate and visual identity deliverables, we will develop templates to enable the GTS team to ensure consistency in brand express throughout the organization.
- Our proposal is based on current insights and key assumptions detailed below.

DELIVERABLES BY STAGE – “GOOD”

STAGE	IMMERSION & INSIGHTS	BRAND STRATEGY	BRAND EXPERIENCE	BRAND MANAGEMENT
TASKS & DELIVERABLES	<ul style="list-style-type: none">• Kickoff and guided discovery• Existing document review to understand current situation and guide further research• Desk research<ul style="list-style-type: none">• Category overview• Competitive Messaging Audit (6 competitors: 3 peer, 3 aspirational)• 2 Hour workshop with internal stakeholders• Synthesis and Analysis• Critical consensus meeting and presentation	<ul style="list-style-type: none">• Crafting of the Brand Definition<ul style="list-style-type: none">• Refine Mission and Vision• Brand platform• Value proposition• Pillars• RTBs• Tone• Brand Definition presentation and alignment meeting• Creative brief to kick-off Brand Experience	<ul style="list-style-type: none">• Exploration<ul style="list-style-type: none">• Development of creative territories• Tissue session with GTS stakeholders• Brand Idea• 2-3 territories—copy tone, visual treatment & taglines• Test with key stakeholders• Finalized voice and visual using key assets to demonstrate bringing it to life (adlob, social posts, truck wrap)	<ul style="list-style-type: none">• Brand guidelines document<ul style="list-style-type: none">• Brand story• Logo guidelines & lock-ups• Color palette• Typography• Photography and/or illustration style• Brand voice
OUTCOMES	Key insights used for defining brand Stakeholder alignment	Clarified brand platform Springboard for messaging & visual ID Stakeholder alignment	Voice and visual identity Tagline Stakeholder alignment	Visual and messaging system

DELIVERABLES BY STAGE – “BETTER”

STAGE

TASKS & DELIVERABLES

OUTCOMES

IMMERSION & INSIGHTS

- Kickoff and guided discovery
- Existing document review to understand current situation and guide further research
- Desk research
 - Category overview
 - Competitive Messaging Audit (6 competitors: 3 peer, 3 aspirational)
- 2 Hour workshop with internal stakeholders
- 5 customer IDIs @30-60 mins each*
- Synthesis and Analysis
- Critical consensus meeting and presentation

BRAND STRATEGY

- Crafting of the Brand Definition
 - Refine Mission and Vision
 - Brand platform
 - Value propositions
 - Pillars
 - RTBs
 - Tone
- Brand Architecture*
 - Individual value propositions for each sister brand
- Brand Definition presentation and alignment meeting
- Creative brief to kick-off Brand Experience

BRAND EXPERIENCE

- Exploration
 - Development of creative territories
 - Tissue session with GTS stakeholders
 - Brand Idea
 - 2-3 territories—copy tone, visual treatment & taglines
 - Test with key stakeholders
- Finalized voice and visual using key assets to demonstrate bringing it to life — (e.g. adlob, social posts, truck wrap)

BRAND MANAGEMENT

- Brand guidelines document
 - Brand story
 - Logo guidelines & lock-ups
 - Logos for master brand and 3 sub-brands*
 - Color palette
 - Typography
 - Photography and/or illustration style
 - Brand voice
- Core templates—PPT template, email template, folder, etc.*

Key insights used for defining brand
Stakeholder alignment

Clarified brand platform
Springboard for messaging & visual ID
Stakeholder alignment

Voice and visual identity
Tagline
Stakeholder alignment

Visual and messaging system

BUDGET

- We have provided a high-level budget estimate based on the deliverables outlined.
- Billing will be done on a time and materials basis and will be tracked against the approved budget
- We will adjust the budget and timeline based on further discussions and if needs are identified in initial phases
- Costs do not include any third-party costs (e.g., photography/video licensing and production, software, media, print production, travel), which will be quoted separately as needs arise.

PHASE	“GOOD”	“BETTER”
BRAND INSIGHTS & STRATEGY	\$32,000	\$ 36,000
BRAND EXPRESSION	\$50,000	\$60,000
BRAND MANAGEMENT	\$16,000	\$30,000
OVERALL BUDGET	\$98,000	\$126,000

ESTIMATED TIMING

	JUL	AUG	SEP	OCT	NOV	DEC
Kickoff / Immersion						
Brand Insights Development						
Brand Insights Consensus Workshop						
Brand Definition Creation						
Brand Definition Consensus Workshop						
Brand Expression Development						
Tissue Session						
Brand Guidelines						

A formal timeline will be developed at the outset of the project based on scope, research, and availability of GTS stakeholders for critical workshops.

WHY MX

1

EXPERTISE

Proven methodology for B2B branding built on the premise of adoption across key stakeholders including prospects, customers, employees, and investors.

2

EXPERIENCE

Extensive experience in B2B branding ranging from national fuel distributors to technology and innovation providers to fortune 500 brands.

3

PARTNERSHIP

Collaborative process and the ability to engage with you directly and swiftly as your next-door neighbor!

THANK YOU