

BP BRAMPITOYO

PLANNING RESEARCH POSSIBILITIES

[bram@brampitoyo.com](mailto:bram@brampitoyo.com) 503 481 4430

# DoveLewis



“I don’t know *a soul* here.  
Give us some ways of getting along!”

## OBJECTIVE

Optimize and maximize DoveLewis’ position in the marketplace it serves.

## STRATEGY

Uncover:

- Key equities and competencies.
- Dissatisfactions and areas for improvement.
- Factors that drive relationship.
- Confidence level in medical expertise, and
- Desires for future services and role (an ideal DoveLewis).

## TACTICS

Wild Alchemy conducted:

- Telephone interviews with donors, referring and non referring association members and veterinarians.
- Focus group with core and light customers and donors and association members and non-members who referred and didn’t.
- Individual interviews with donors and vets.
- Surveys and interviews with board members.
- Internal email survey with staff from all departments.

## MY ROLE

Analyze and compile internal surveys into an appendix.

## INSIGHTS

- Staff are most proud of DoveLewis’:
  1. High quality of medicine and level of technology.
  2. Tender loving care to animals.
- However, they also feel that there is an unsaid gap between the “floor people” and “carpet people”:  
vets, nurses and staff vs. administrators and managers.
- Practicing vets felt overworked and hasn’t had any meaningful communication with fellow staff, and more importantly, the management.
- The veterinary industry is rapidly changing with fast growth in the area of specialty practices. Problem is, as general vets “move up” to be more specialized, they view DoveLewis as their competitor, and refuse to refer patients.
- Clients feel that having vets and nurses who are invested in animals *as much as they do* is a make or break feature.
- Staff feel that DoveLewis can best be described as the “guardian of the human–animal bond.”

## RESULTS

- A strategic direction and recommendation document that guides DoveLewis for the future.
- An appendix of surveys and interviews.
- A manifesto that was adopted by DoveLewis.



# | Grady Britton

“WE WILL NOT TIRE. WE WILL NOT YIELD.  
We will *know perfect* when we feel it.”

## **OBJECTIVE**

Identify a unique voice and position for Grady Britton’s newly redesigned identity that translates to successfully winning more future business pitches.

## **STRATEGY**

Uncover:

- The cultural “red thread” running through the agency that can be turned into its strength.
- Benefit of working with Grady Britton vs. another agency of the same size.
- Current client perceptions.

## **TACTICS**

- Wild Alchemy conducted:
- A BrandThink™ workshop with eight key members of the agency.
- Eight telephone interviews with current and prospective clients.
- An online competitive survey.

## **MY ROLE**

- Analyze and compile workshop results.
- Conduct competitive online research.

## **INSIGHTS**

- The “tireless pursuit of the right” and desire to achieve perfection (vs. simply “doing great works”) seem to be two untapped internal strengths that can be harnessed.
- The Griffin mark needs to be defined properly—rather than just showcased as a visual element—and elevated to the level of a *cultural icon*.

## **RESULTS**

- A brand platform document that contains insights from the workshop, interviews and research.
- A Griffin manifesto that connects the inherent quality of the symbol with Grady Britton’s culture.



“We are the *stewards of transformation*.  
Orchestrating the evolution of LAND, WATER, SPACES...”

**OBJECTIVE**

In conjunction with Livengood|Nowack, build a platform that provides the client with a direction for merger and redesign.

**STRATEGY**

Uncover a set of internal values that can lead the brand into the future.

**TACTICS**

Wild Alchemy conducted:

- A BrandThink™ workshop with fifteen key members of Maul Foster Alongi and Mitchell Nelson Group.
- An online competitive research.

**MY ROLE**

- Analyze and compile workshop results.
- Conduct competitive online research.
- Draft brand manifesto.

**INSIGHTS**

- Though Maul Foster Alongi is already known as being intelligent, progressive and expert at what they do, their unique strength may lie in the fact that their current customers see them as honest, approachable, conscientious and friendly.
- None of the competitor have differentiated themselves, both in terms of look and feel and product offering, in order to truly stand out from each other.
- Everyone at the table cited “noticeability” as a quality that the future Maul Foster Alongi should possess.
- “The MFA Way”, a set of principles that the company live by, was repeatedly mentioned as an important tribal identity and basis for differentiation. The problem is that even though they know that it’s important, they don’t know exactly what *it* is.

**RESULTS**

A set of magnetic virtues and internal manifesto that gives Maul Foster Alongi a unique position in the market.



# “EMERGENCE POTENTIALITY: *Our uniquely effective way that leads to growth in others.*”

## **OBJECTIVE**

Provide a new name and strategic brand platform for the merger of the two brands.

## **STRATEGY**

- Elevate the “Developmental Home” approach that is uniquely practiced by both facilities to become the core of the new identity.
- Convey and sum up the advantages and potentials of the approach in:
  1. A tagline to use externally, and
  2. A positioning statement to use internally.

## **TACTICS**

Wild Alchemy wrote and designed:

- A naming document that contains thirty possible names and the philosophy behind each.
- A brand book that contains a tagline, positioning statement, personality, essence and manifesto.

## **MY ROLE**

- Draft initial creative brief.
- Design brand book and naming document.
- Contribute name ideas to the pool.

## **RESULTS**

- The brand adopted Wild Alchemy’s new brand strategy and tagline: “Child Development and Relational Center.”
- The new names are currently being presented to the Board of Directors.



| Perkins & Co

“We believe that *accounting can be sexy*, and that you can take work seriously without taking yourselves too seriously.”

#### **OBJECTIVE**

Build a brand platform that will serve as a springboard for the creative team to develop a new logo, tagline and website.

#### **STRATEGY**

Uncover:

- The firm's self image and culture.
- Possible new directions to take the firm's current tagline, “Less boring than the average accounting firm,” forward—because it can be taken incorrectly to elude sloppiness and unprofessionalism.
- Potential points of distinction among local competitors.

#### **TACTICS**

Wild Alchemy conducted:

- Interviews with the firms' shareholders.
- Internal email survey.
- Analysis of previous marketing materials.
- A half-day workshop with a selected group of staff from various departments and experience.
- A competitive website analysis.

#### **MY ROLE**

- Analyze and compile marketing materials and workshop results.
- Conduct competitive online research.

#### **INSIGHTS**

- Internally, staff and stakeholders shared a pride in the company's employee management techniques:
  1. Hiring only the best and the brightest in the field, and
  2. Keeping them happy by fostering an enjoyable work experience that leads to balanced work and life.
- However, potential misunderstandings exist because potential recruits and clients can see Perkins as either:
  1. Having a group of staff that are having a great time and passionate about what they do, or
  2. Being a generally unsophisticated and carefree firm.
- From a design standpoint, the current identity is presented inconsistently across multiple delivery channels. It also appears outdated and unsupportive of the firm's attitude.

#### **RESULTS**

- A brand platform document.
- An appendix that contains findings interviews, surveys, marketing materials and online research.
- The identity design had been executed by eROI.



“OUR SNOW IS SO GOOD, WE EVEN WIN AGAINST CANADA.  
I think that *we kind of take that for granted.*”

#### **OBJECTIVE**

Increase the visitor frequency to Washington's local resorts by elevating the state's indigenous identity.

#### **STRATEGY**

Uncover visitor's:

- Decision processes, motivators and barriers for skiing or riding locally.
- Points of pride.
- Equities of various resorts.
- Points of engagement.

#### **TACTICS**

Wild Alchemy conducted:

- Twenty-two in-depth telephone interviews with local skiers and riders across all age and skill level.
- Two focus groups, each with core and lapsed skiers and riders of the same criteria.

#### **MY ROLE**

- Recruit and interview respondents.
- Analyze and compile the results.

#### **INSIGHTS**

- Core skiers and riders tend to be older, settled in their jobs and have a higher income level. Of course, there are always exceptions to the rule (i.e. a 22 years old hardcore rider who worked at a ski shop) that add to the unpredictability of this audience.
- Customers appreciate ease of access to the resorts and often cite this as the main reason to drive up to the mountain.
- Trips are often taken on impulse.
- What local resorts lack in polish, they make up in their charm and sense of history.
- Washington's superior snow condition is a fact that was only known among the core skiers and riders segment. When featured and communicated front and center in marketing and advertising materials, it can drive local attendance and pride.



“I am looking for *a little bit more character*, and  
LESS CORPORATE ATTITUDE.”

#### **OBJECTIVE**

Ensure that Stevens Pass maintains the leading position as Washington’s premier ski and ride destination.

#### **STRATEGY**

Uncover:

- The reasons why customers thought that the resort had stopped caring for them.
- The essence of the resort that may have been lost with time.
- Potential points of distinction between Stevens Pass and other local resorts.

#### **TACTICS**

Wild Alchemy conducted:

- Three focus group, each with core, casual and lapsed customers.
- Thirty-two email surveys sent out to the same segments.
- Twelve email surveys with Stevens Pass staff.
- Analysis of industry reports from National Ski Areas Association (NSAA) and Leisure Trends Group’s National Skier/Boarder Opinion Survey™ (NSOS™)

#### **MY ROLE**

- Recruit, analyze and compile customer surveys.
- Analyze and compile internal email surveys.
- Analyze NSAA and NSOS™ reports.

#### **INSIGHTS**

- Lately, customers have noticed the “increase in greediness at the resort.” This is evident in the:
  1. Rising lift/seasons pass price relative to the unchanged level of service.
  2. Closing of private ski schools.
  3. Hiring of younger staff as lift operators and field personnels to replace older, more experienced people.These moves were perceived as “saving the resort some money” at the price of customer service and air of friendliness.
- Even given the economic status of skiers and riders, discount packages are the single largest attractor in all segments.
- Though Stevens Pass is known primarily for convenience and ease of access, people cited that they would love to stay for several days or even a weekend if a decent accomodation exist. Most local mountains in Washington are day resorts.

A brand should deliver killer choruses with an equally beautiful opus.