

Detailed Case Study

A White Paper on the Rebranding of "Inexora Media" (B2B)

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THE OVERVIEW:

The client ("Inexora Media") was a boutique video production company that specialized in commercial video, branded content, product & influencer promotions, and music video production. The resulting outgrowth of a prior company whose client pipeline had scaled beyond the previous corporate structure and brand, Inexora Media faced a unique situational challenge in positioning, as the company's intended goal was to pursue new client markets (given their larger structure and capacity for fulfillment) in which they had fewer industry contacts and required a completely overhauled brand presence to drive appeal.

In some ways, this effectively "neutralized" their advantage of folding prior operations into the new business, as it created a "try or die" situation to position the brand for the new clients which it both *sought* and also now, *required*, to grow the business. The company brought me onboard to quickly assess, analyze, and reposition their marketing efforts, in an urgently needed "re-brand" which would include the creation of entirely new company copy, content decisions, "brand voice," and broader strategic direction.

THE PROBLEM:

While the company had developed substantial industry contacts and customers from the prior production house business that its founders ran (and folded into the new company, referred to here as "the client"), they faced certain obstacles in scaling the new endeavor and appealing to its newly desired client base. When analyzing the client's current brand presence, it became immediately clear to me why this was so. [INSERT IMAGE -] The client's online resources were wildly incommensurate with the quality of their work and left a rather "amateur" impression of the organization. The copy was dull, predictable, and did nothing to

individuate the company from its peers. The assets were unpolished, unrelated to the copy, lacking any addition to the client's "story," and thoughtlessly scattered about without any apparent purpose or intent. The brand "voice" was virtually non-existent, as copy had no unifying theme, vision, or tone, and often undulated from extremely casual, peer-level communication, to highly impersonal, corporate-sounding copy which, ultimately, served to reinforce doubts about the client. After all, if the client appeared confused about who they themselves were, how could they be trusted to tell *your* brand's story?

The client had *incredibly impressive work, extremely positive referrals, and a highly-capable team*, however, the "package" that this was all bundled into wasn't doing the client justice and was turning-off the new types of clients they sought. Now facing this new customer segment (with new customer *needs*, as well), the client could no longer get by on the strength of their work and industry connections alone. While productions are generally a *relationship-driven business*, these relationships can only go so far – especially in larger organizations where project approval is a multi-party, multi-stage process – and most often, simply serve as a "foot in the door" which must be followed-up by a professionally-assuring brand presence. This seemed to fit the client's past business experience, which included experience working with larger brands, but *inconsistent access to them*, generally dependent on the strength of the relationship with an individual contact there. Given the company's satisfied repeat clients and strong referral business, what this told me is that the quality of *the work* was there, but the quality of *the brand* wasn't.

THE PROCESS:

While the company was cash-flow positive from launch, utilizing current clients to fund operations, they desired an approach that would involve less *initial* capital expenditure and could *evolve over time*, rather than a large upfront investment in a singular marketing campaign which would both "announce" and "establish" the brand through a rush of publicity and advertisements *all at once*, and then, subsequently, require less "day to day" management afterwards. To fit the client's desire for flexibility (which, in fact, was probably a better choice, as it allowed for adjustments to be made upon feedback), I conducted industry research and

devised a strategy that could be scaled up or down to respond to their situational needs.

I began by analyzing the market and their current business operations (successes and failures) to identify key markers which would determine my strategic direction. Given the company's stated desire to shift from mainly independent brands to a broader focus on mid-level enterprises, I felt that a larger overhaul in brand presence & brand voice was necessary to successfully target and appeal to their intended audience.

In my approach, I considered the qualities that these organizations desire in their vendors. While larger corporations were most concerned about minimizing risk - doing so by partnering with agencies that had a long-standing track record - rather than maximizing potential value, and smaller organizations remained focused on achieving the highest potential impact, garnering the most "bang for their buck" by selecting highly-creative vendors who could deliver unconventional campaigns that would generate "buzz." However, sitting between these two segments, the mid-level enterprises that the client intended to target were less clearly-defined by either of the two contrasting priorities. Rather, these organizations seemed to float between both, desiring an ambiguous mixture of the two traits.

In my research, what stood out was a desire for a flexible, creative, but *professional* partner who exuded their own unique commercial vision while *also* providing a sense of assurance in their capabilities and ability to fulfill project-specific needs.

To address this, I built the company brand around the simple concept, "*expert storytellers*," and then, from this core germ of an idea, I allowed the resulting outgrowth to serve as an organic-feeling framework that would respond to all key areas of concern for the new client base. Telling the story of the company's creativity, through the *lens of expertise*, allowed us to "kill two birds with one stone," establishing a brand presence that directly tackled the two key priorities that their customers desired (*creatively flexible* and *operationally experienced*). The resulting "branches" of this tree led to a centering around the concept of "a collective of

professional storytellers," each with "strong expertise in their unique craft," coming together to "amplify each other's voices" into one, unified story.

Writers whose narratives *move people*, directors who elicit *compelling performances*, cinematographers who told stories in their images with *light and camera movement*, each creative expert – a master in their craft – played their part to perfection and, *much like many organizations with highly-trained specialists*, say "the New York Philharmonic" for example, the client ("Inexora Media") played *the orchestra itself*, just as a master conductor would.

By unifying the brand under this "storyteller banner," we provided the clarity in vision necessary for customers to think of the client as a singular, cohesive entity, capable of servicing their project-related needs.

However, this was just the beginning, to properly position the client for their intended market, *copy alone would be insufficient*. No matter how *perfectly clear and demonstrative of industry expertise, words alone* would not be enough to assure clients. What *could*, however, was highly emotive and expressive copy *paired with a comprehensive brand strategy* – including *artwork, company imagery, social media presence, and online activity*. Now, we had established an idea of "what" Inexora was, but I still needed to establish "how" this would be properly conveyed.

I gave strong consideration to the customer experience process and how they would be best guided through the sales pipeline. The result was an *entirely redesigned website structure*, engineered to take potential clients step-by-step through a premeditated process, composed *specifically* to address potential areas of concerns, instill confidence, spark excitement, and immediately drive action based on that excitement.

Specifically, I wanted to bring the company's portfolio of work beyond just "the reel," demonstrating it in a more "raw" and "real" capacity, to give potential customers a more "concrete feel" for the work and take it out of the "abstract realm" that a highly-polished, fine-tuned, editing reel provides. Individual videos

were uploaded and content sliders were created for select clients & industries, highlighting completed projects in a way that added details to *increase transparency* (and *minimize conceptual risk* for customers).

I wrote short summaries on individual projects and on broader company offerings (for example, “genre” of project – commercial, branded content, music video, etc. – or specific company services – pre-production, editing, VFX, etc.) to provide more clarity and give customers a tangible sense of the client’s work.

Finally, short bios were created for featured team members, providing a more “human” relationship with the brand that would (*quite literally*) give “a face” to “the name” that is the company. Beyond “humanizing” the brand, it also served to strategically provide reassurance in the company’s ability to fulfill on projects, by spotlighting the experienced team and their qualifications.

Once all of this was in place, the site was engineered to guide users through an experience that would *illuminate, excite*, and then *quickly drive* one to its “Contact Us” section to request a quote (generating an actionable result).

“Beyond Brand” – Content Strategy & More:

In addition to the new brand image that I developed for the client, I also devised a *fitting content strategy* to *engage potential customers* in methods that would *effectively communicate* the key indicators which I isolated through my industry research.

This included targeted outreach on professional social networks like LinkedIn, posting relevant content on select video marketing group feeds, and selectively placed advertising (of company reel content) on more visually-driven social media (e.g. Instagram). From these highly-targeted posts, users were then driven directly to the most optimal section of the client’s website to carry them further along in the sales funnel.

By considering the end-to-end experience of potential customers – and having the freedom to completely overhaul all prior brand presence and online structure – I

was able to get potential customers perfectly positioned to make actionable decisions on the client's brand (for example, to request a quote). As a result, *for the first time*, the business was receiving *unsolicited requests* for project quotes by brands with values exceeding \$50M (USD) *through the website alone*, and successfully engaging companies with annual ad-spend budgets in excess of \$5B (a figure >10x the previous client pipeline potential value), via direct contact.

Additionally, I outlaid a longer-term strategy to fully address all prior brand deficiencies in the key areas of concern for their customers. This included the creation of a company "blog" designed to appear like an informal view into the creative methods, but which also carried the purpose of subtly reassuring potential enterprise customers by bringing them through the process of prior, successfully actualized, projects in a grounded and humanized manner. In a way, giving "a face" to "the name" of the corporation.

THE RESULT:

The rebranding campaign was highly-successful, resulting in both increased sales channel opportunities and direct revenue growth. By considering the end-to-end experience of potential customers – and having the freedom to completely overhaul all prior brand presence and online structure – I was able to get potential customers perfectly positioned to make actionable decisions on the client's brand (for example, to request a quote).

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