

BLUEPRINTING THE

 ATLAS

BRAND

A Preliminary Roadmap for Creating Atlas' Core Brand Architecture

July 18, 2018

"Companies must view corporate branding as a business process – one that is planned, strategically focused and integrated throughout the organization.

Branding establishes the direction, leadership, clarity of purpose, inspiration and energy for a company's most important asset – its corporate brand.

It's the ultimate tool for the CEO."

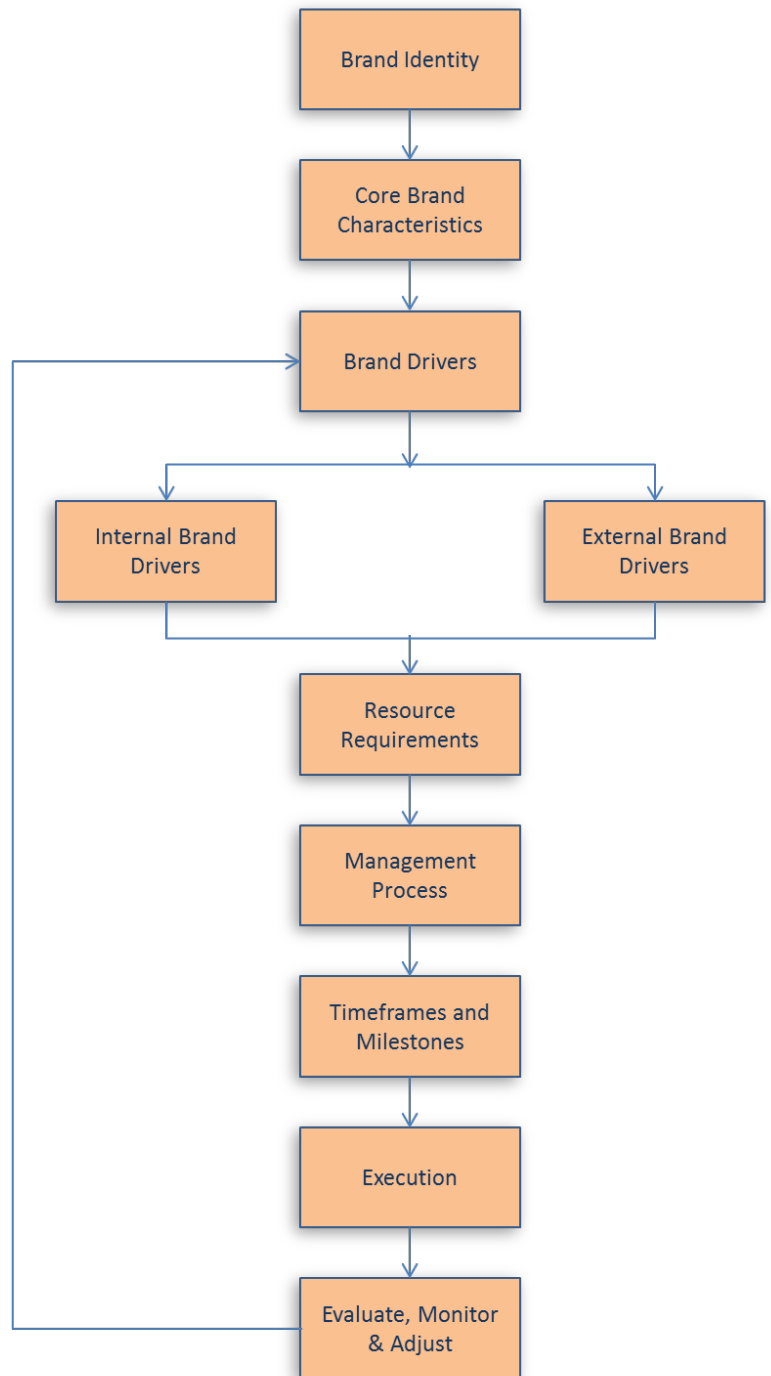
*- James Gregory
Leveraging the Corporate Brand*

Introduction

The materials herein represent an integrated branding architecture for uniting the workforce, building market share through competitive positioning, defining Atlas’ corporate persona, and delivering the brand voice to all Atlas constituents.

This plan summary will serve as a catalyst for developing a more formal approach to corporate branding. This architecture does not, nor intends to be, an all-inclusive structure; rather a work-in-progress that will require continual evaluation and adjustments to adapt and preempt changes in the marketplace.

The diagram on the right represents the major steps needed for developing the corporate brand and positioning it as a competitive advantage.



Determine Brand Identity

The process begins with defining the organization's mission, vision and values.

In the most elementary form, this stage must:

- Define who Atlas is and why we exist
- Define where it's going
- Define the appropriate path to get there

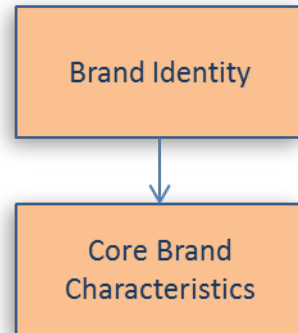
The message must be clear, simple, reality-based and customer focused.

Goal

Everyone in the company should be able to succinctly define what the company does, where it's going, its long-term vision, and most importantly – its unique value proposition.

Action Items

- Complete "vision-definition" exercise
- Complete buyer personas
- Develop two-to-three sentence descriptor of the Atlas brand
- Evaluate key competitors
- Determine master brand requirements
 - Services/products
 - Customer segments
- Conduct SWOT analysis



Determine Core Brand Characteristics

This stage introduces key attributes of the core brand. These characteristics assist in assigning a “personality” to the brand.

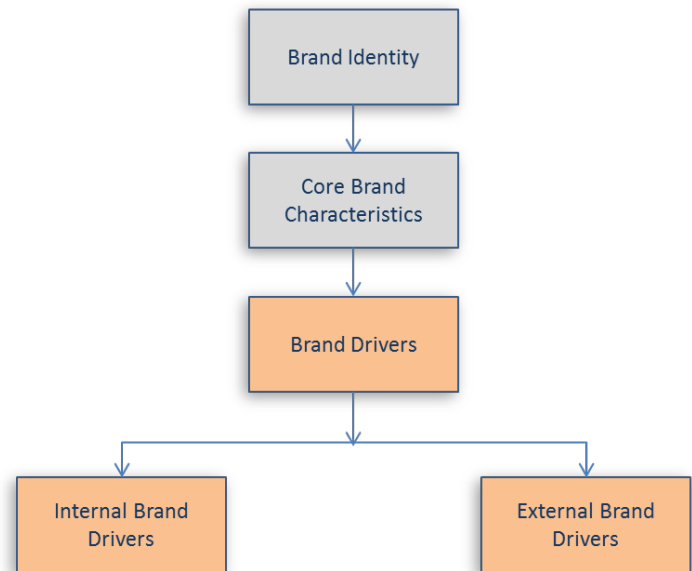
Characteristics are likely to include, but not limited to: (in random order)

- Leadership ▪ Innovative ▪ Excellence ▪ Growth
- Responsive ▪ Passionate ▪ Fast/Fluid ▪ Global
- Dynamic ▪ Adaptable ▪ Premium ▪ Employee Driven

Determine Brand Drivers

Once the vision has been clarified and the core characteristics identified, the process turns to disseminating the message to all of Atlas’ constituents.

The message, which must first convey “perceived value,” requires a consistent brand voice that permeates all brand associations and drivers. Perceived value, or quality, is the primary entry-point into any sales cycle. As the sales process matures, perceived value must be validated. This perception is ultimately transformed into reality in the form of a “promised deliverable.” This is the brand.



Brand Drivers can be segmented into two primary groups: Internal and External.

Corporate Branding begins with employees since they are, in essence, a communications channel. Employees must understand the brand’s identity and how and why they fit into the strategic positioning of Atlas.

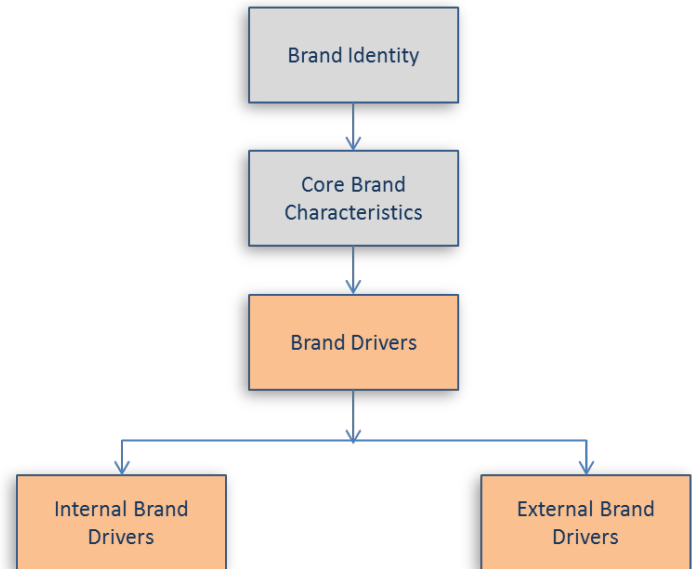
Internal brand drivers are likely to include:

- Strategic Planning
- Intranet
- Corporate Email Signatures
- Interior Signage
- Training
- Awards
- Social media
- Town Hall Meetings

External Brand Drivers

External Brand Drivers will strengthen the integrity and impact of the brand by providing a consistent message and image across all media and communication platforms.

Accomplishing this will require a centralized “knowledge base” in which all external collateral must be channeled. This knowledge base will serve as the primary conduit for all corporate communications, media relations, sponsorships and corporate advertising.



Similar to managing internal drives, the plan for managing external brand drivers will be shared with all employees prior to execution.

Once the master brand strategy has been defined, external brand drivers will be developed. Sample drivers include:

- Corporate Website
- Presentations
- Hardcopy Collateral
- Testimonials
- Analysts Relations
- Press Kits
- Social Media/Blogs
- Awards
- Print Advertising
- Media Relations (to gain editorial commentary)
- Case Studies
- White Papers
- Partnerships and Strategic Alliances
- Seminar and Conferene Sponsorships (includes attendance & hosting)

The remaining items (colored boxes) will be defined once the strategic messaging and key drivers have been identified.

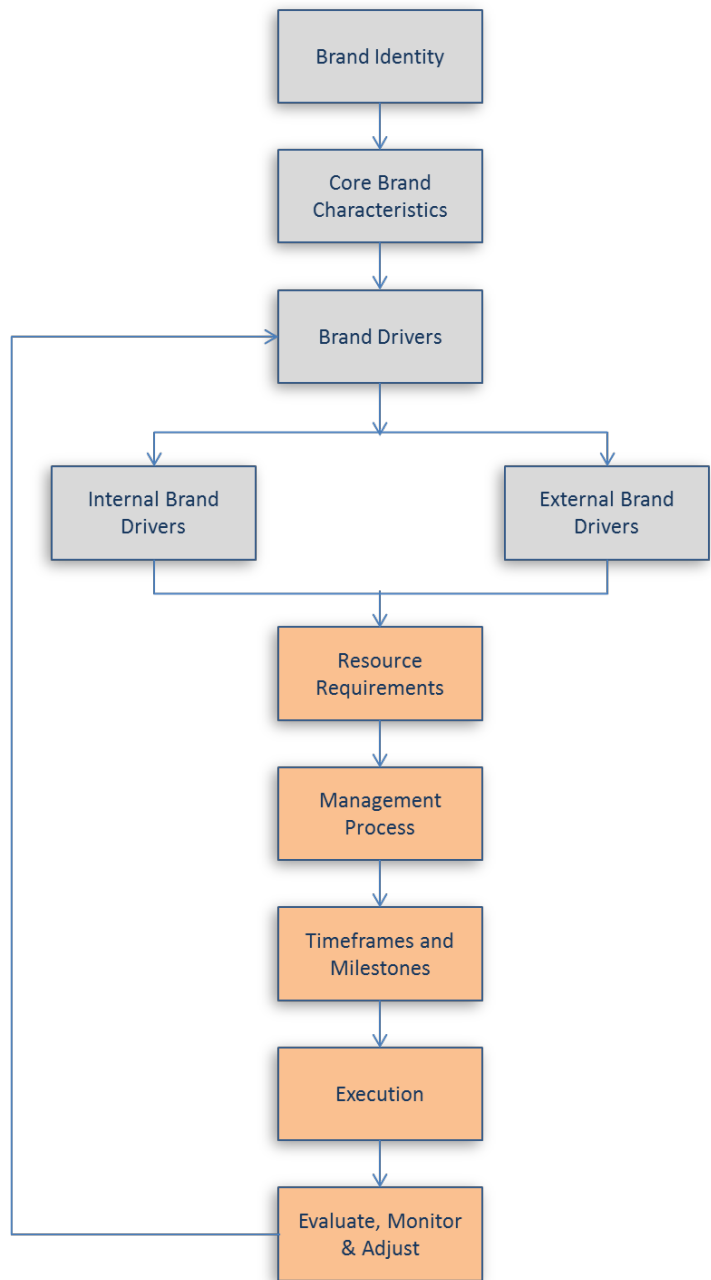
Notes

Resource requirements will be defined as in-house, outsourced, or as a hybrid approach.

Management Process will be defined by John Matise and Dan Lyons; as will the the timelines and milestones.

Execution plans will be determined once budgets and resources have been confirmed.

Evaluation tactics will be ongoing and adjusted to meet agreed upon PR strategies and client-specific messaging.



Overview of Preliminary Branding Action Items

- Benchmark existing brand profile
- Interview key personnel and key clients
- Document master brand and/or individual brand requirements
- Create or revise Mission, Vision and Value Statements
- Develop wireframes for actualizing each statement
- Complete buyer personas for each brand buyer and define customer profiles
- Create/revise corporate identity if applicable
- Review existing creative and content-related assests
- Identify internal and external key drivers
- Identify key media groups and/or analysts
- Segment existing customer base
- Create master communications strategy and implementation schedule
 - Identify relevant brand associations and integration requirements for acquisitions
 - Conduct new benchmarking survey and course-correct accordingly
 - Prioritize tactics based on speed, value and costs (value includes determining acceptable levels of disruption to existing operations)

Sample Questionnaire

Company (Internal)

1. Explain what Atlas does. (Corporately and by division)
2. List the products/services currently provided by Atlas
3. What is Atlas' value proposition?
4. What are the key growth areas?
5. Are any divisions considered "sunset offerings?"
6. Describe the company as if it were a person?
7. Describe the work environment (physical space, management style, morale, reward systems, dress code, outside-office events, community engagement, etc.)
8. If you could fix three things, what would they be?

The market

1. How does the market view Atlas today?
2. Does the market see Atlas accurately? Explain
3. Who are our key competitors? (3-5 only)
4. What do you like/dislike about them?

Target

1. Who is the buyer/customer?
2. Is the decision maker different than the end user?
3. What percent of Atlas' new business is driven by:
 - A. Existing relationships?
 - B. New relationships?
4. What is the average customer retention rate?
5. What is the average customer acquisition cost?
6. Why do customers leave?
7. How many active customers does Atlas have?
8. What percent of these customers use only one of Atlas' products or services?