

***insight*OUT**™  
brand discovery and development



# explore and discover the essence of your brand.

Over the past 25 years of designing successful brands, we've carefully honed a precise method that assists companies, both large and small, in discovering what makes them stand out from the rest of the marketplace. We call our process InsightOut™.

InsightOut™ is designed to get to know your company: its corporate past, its history in the marketplace, and its people and culture. We discover the essence of your

business through a series of road-tested steps that gather information, distill it into unique facts, and determine your brand's key selling points. From this we form the basis of how to position you visually and philosophically in the marketplace—what will become your brand franchise.

The process begins with an in-person session—a minimum half-day get-together, conducted offsite or at your office. We suggest you bring key personnel from concerned departments like marketing and operations, and critical support staff. It's an exercise that reveals literally hundreds of facts that not only serve as the foundation of our brand exploration, but that also benefit clients with a clearer picture of who they are.



Facts in hand, we eliminate non-unique characteristics, extrapolate potential truths, and finally, distill what remains into a clear, prioritized list of three to five characteristics called “brand pillars”, that are categorically unique to your company. Highlighting these distinguishing factors will make you memorable to your market by creating a brand franchise that’s yours and yours alone.

Once these unique selling points are established and agreed upon, Stan Can Design™ uses this information to create a brand positioning strategy from which all external communications flow and internal operations to reinforce the strategy are developed.

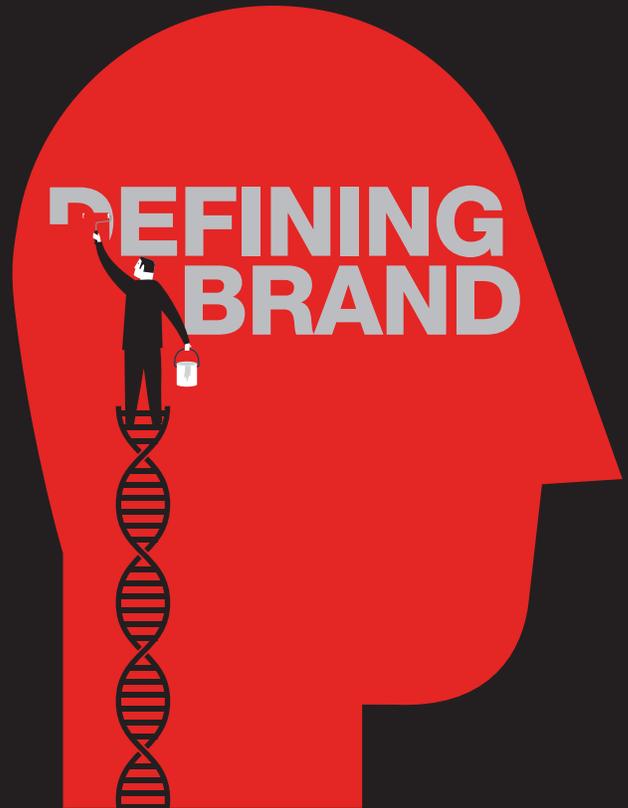
A couple of weeks after the session, we deliver to you an outcomes manual that details brand positioning strategies, a rationale for implementation and some hypothetical examples and positioning statements. At this point, the brand franchise will be in place and ready for implementation.

Every business is unique—as unique as the people who run it and the market it serves. We want to help you establish and market your unique message, prepare new opportunities and help you see the growth for your business that you desire and have worked hard for.

With InsightOut™, we explore and discover the factors that set you apart and how to turn those factors into competitive advantages as your singular brand.

confidently  
put your best  
foot forward





# what a brand IS

## **Brand is all about differentiation**

What are the qualities that set you apart from your competitors and motivate prospective customers to select your product or service rather than your competitor's? Will these qualities also let you stay in business by earning a profitable margin?

That last question is the kicker. Any company can spur sales by offering the lowest price. But when price becomes the only measure of your value, you start a market race to the bottom, where margins are slim and there's no real difference between you and your competition. Without distinction, you're Brand "X" to your buyers, a generic item judged by its cost. Even worse, you become a commodity, where not even your price distinguishes you in the marketplace. That's not a place many businesses can survive without massive ubiquity and little competition. The challenge, then, is crafting a brand where buyers perceive that your business's value lies in more than a price point.

## **Our definition of "Brand"**

Your brand is your "Evidence of Distinction"—your declaration of the qualities that differentiate your business or organization from its competitors. It communicates what makes you stand out as extraordinary, or better yet, as more valuable to the customer. It's more than just a promise that you're different, though—it's also the compelling proof that backs up your claim. As such, your brand embodies all the perceptions you want the marketplace to have about your company. Communicated effectively, your brand is your virtual handshake, inspiring confidence and trustworthiness with your customers before, during, and long after their purchase decision.

## **It can manifest itself in:**

A colorful founder or leader, one who inspires confidence – like Steve Jobs, Oprah Winfrey, or Jay Z

A distinctive positioning statement—like Nike's "Just do it", BMW's "The ultimate driving machine", or Avis's "We try harder."



Brand development is a process of translating a business strategy into a brand strategy by identifying the business or organization's Claim of Distinction and the compelling evidence that supports that claim – what differentiates it from competitors.

### What a brand is not

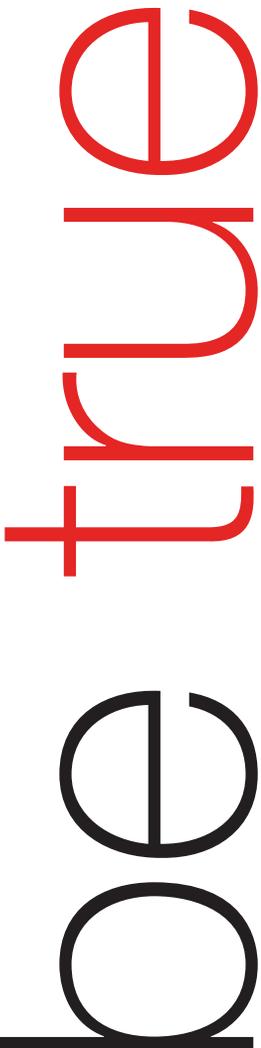
You hear the word “branding” tossed around in nearly every agency/client conversation these days. It’s a word we all know and use instinctively. But for the sake of precision and clear communication, we need to straighten out something here. Branding is not your distinction in the marketplace, it’s one or more tactics used to communicate that distinction.

“Brand development” is a process of translating a business strategy into a brand strategy. “Branding” itself, though, is tactical – it’s a tactical marketing plan to translate Brand Strategy (your distinction) into Brand Identity (colors, typefaces, logos) or Brand Expressions (TV, radio, web, etc.) that communicate the brand’s unique positioning with a personality that influences purchase decisions. Branding tactics can include the consistent use of graphics, spokespeople, color, type faces – all tools used to communicate a brand’s distinction. But don’t think that the graphics or spokesperson

are the distinction. Those could change with the next campaign. They are simply branding tactics – methods of communication – not the ultimate reason for purchasing the product. It is the brand’s distinction – the characteristics that make it stand out as more valuable to the customer than its competitors, and that instill confidence in the purchase decision – that is the true foundation for longterm success.

### One more time because it's so important

A brand is not an unsupported promise of your distinction. Any company can lay a claim to what sets them apart and call it the truth, especially if they don’t have to back it up with any evidence. Without that evidence, the claim is an empty promise. Instead, a brand is your affirmation of what makes you special—backed up by real proof and declared with unswerving certainty. It’s what the purchaser of your product or service can count on from you time after time, and with full certainty.



Fifty South Virginia



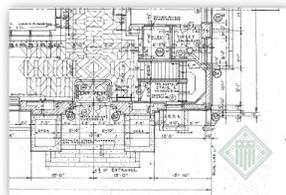
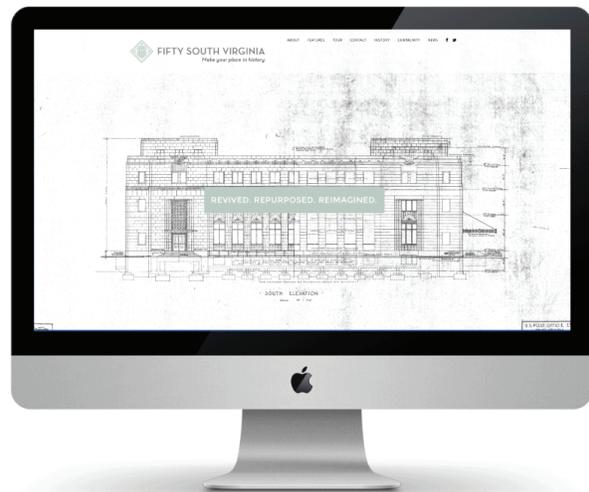
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## Fifty South Virginia



**MISSION** We will be the forerunners of Reno's revival, reimagining a historic piece of the city's legacy for the future of its economic growth.

**VISION** To be a celebrated landmark of Reno's rise in prosperity, respected for our will to maintain our city's history and valued for providing a place where the community's businesses can thrive.



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WE BELIEVE

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PROJECTS

Join us on a tour of our projects.



TEAM

Meet the great individuals who make up our great teams.



VIDEO

Want to see us in action? Check out live feeds of our current projects.



**We believe in:**

**people**

*It takes great individuals to make great teams. We excel by developing our skills and having fun.*

**collaboration**

*We do our best work working in teams. We compliment the strengths of designers and owners with construction prowess.*

**communication**

*We are open, understanding, and transparent. Our success lies in our ability to listen and respond.*

**innovation**

*We offer solutions. We proactively create ways to reduce risk and increase value.*

**community**

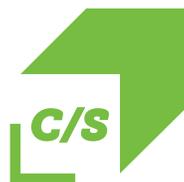
*We work hard for our families and our friends. We believe building a better world starts at home.*

**competition**

*It's great to have competition, it pushes you to do your best. Bring it on!*

**integrity**

*We work consistently, honestly and safely.*

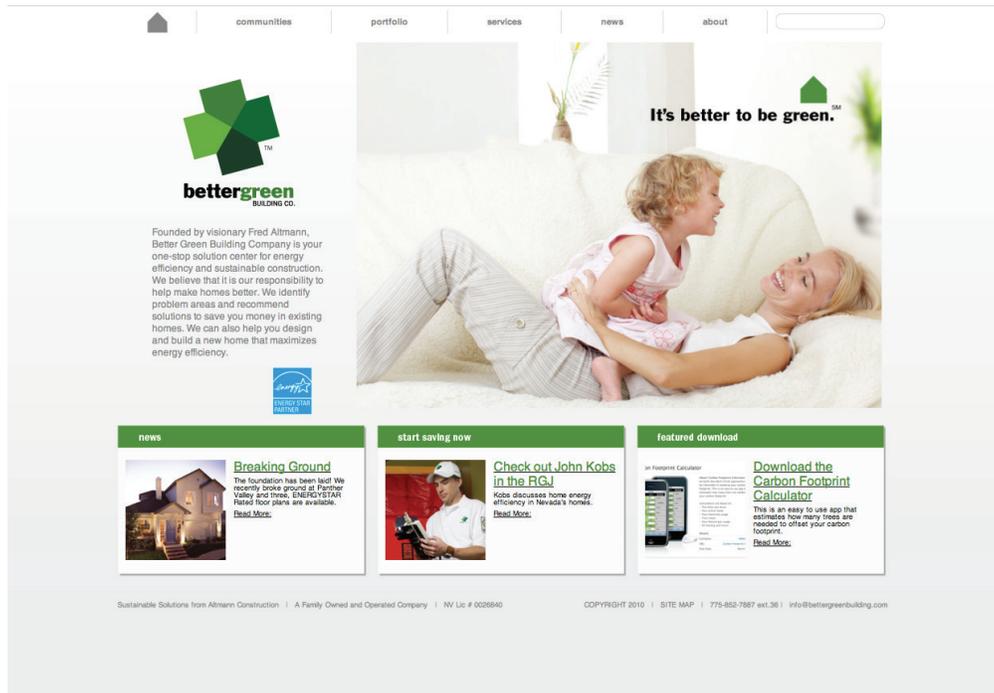


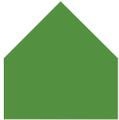
**CLARK/SULLIVAN**  
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# Better Green Building Company



 **The Meadow**  
AT NORTH VALLEYS

 **The Ridge**  
AT NORTH VALLEY HILLS

 **SunCrest**  
AT LAKE CHELAN





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