

ClearDesign.Group

Creating a Brand Strategy



//

**Design
is intelligence
made visible.**



ALINA WHEELER

**Getting Started is Hard.
We Can Help:**

Brand Strategy

Customer Experience

Messaging

Audience + Personas

Brand Story

Engagement

Visual Identity

Automation + Personalization

Campaigns

Brand Attributes

Internal Brand Culture

Brand Discovery + Review

Research + Insights

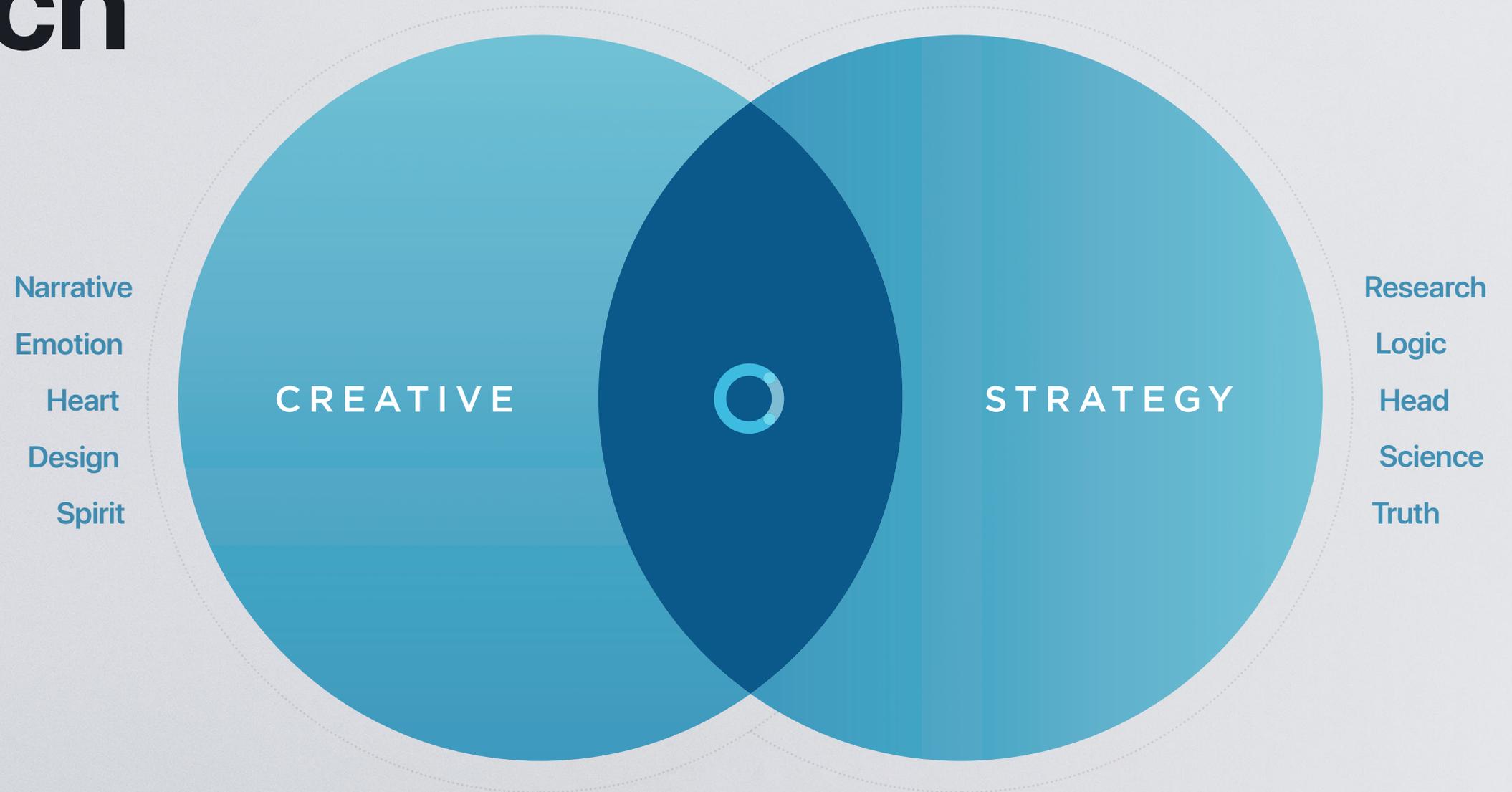
Pathway + Journey Mapping

Visual Disruption





Our Approach





**Brand
Strategy +
Customer
Experience**



Building a Brand Strategy

Every organization is unique and needs a strategic pathway. A brand strategy brings the right components together.





Why do I need a Brand Strategy?

A brand strategy brings clarity to your long-term goals and provides a roadmap to help you get there. The end-result is a cohesive brand experience at every step.

We help build both the brand strategy and every component to successfully reach your audience.

What is Customer Experience?

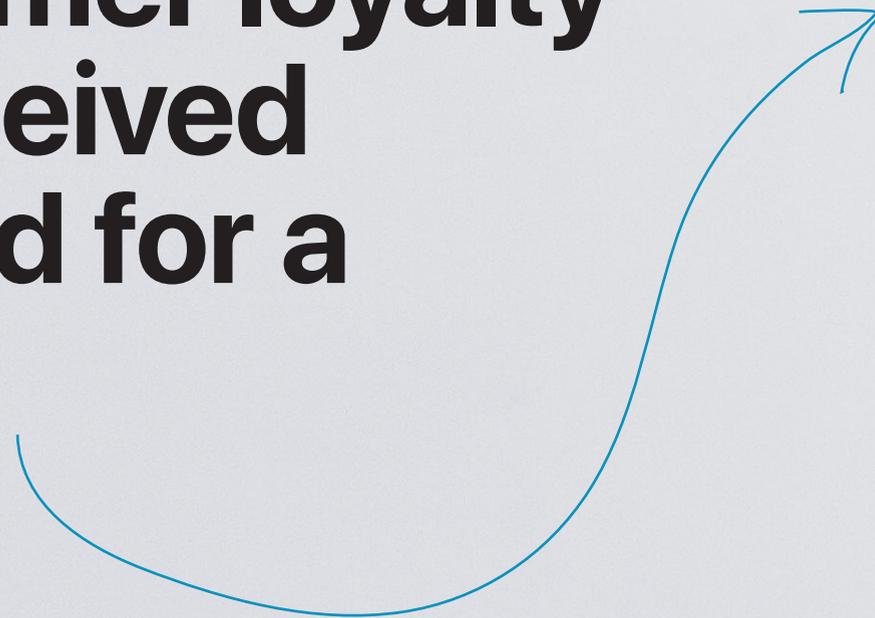
Customer Experience (CX) is simply someone's overall experience with your organization.

Anytime there is any touch-point with a customer (shipment, product, service, story, online, in-person). **And every touch point is an opportunity for your brand.**





Customer Experience
is more powerful in
driving customer loyalty
than the perceived
value received for a
given price.



86% of buyers are willing
to pay more for a great
customer experience.

13%-18%
of customers are willing to pay a price
premium for certain services, simply by
receiving a great customer experience.

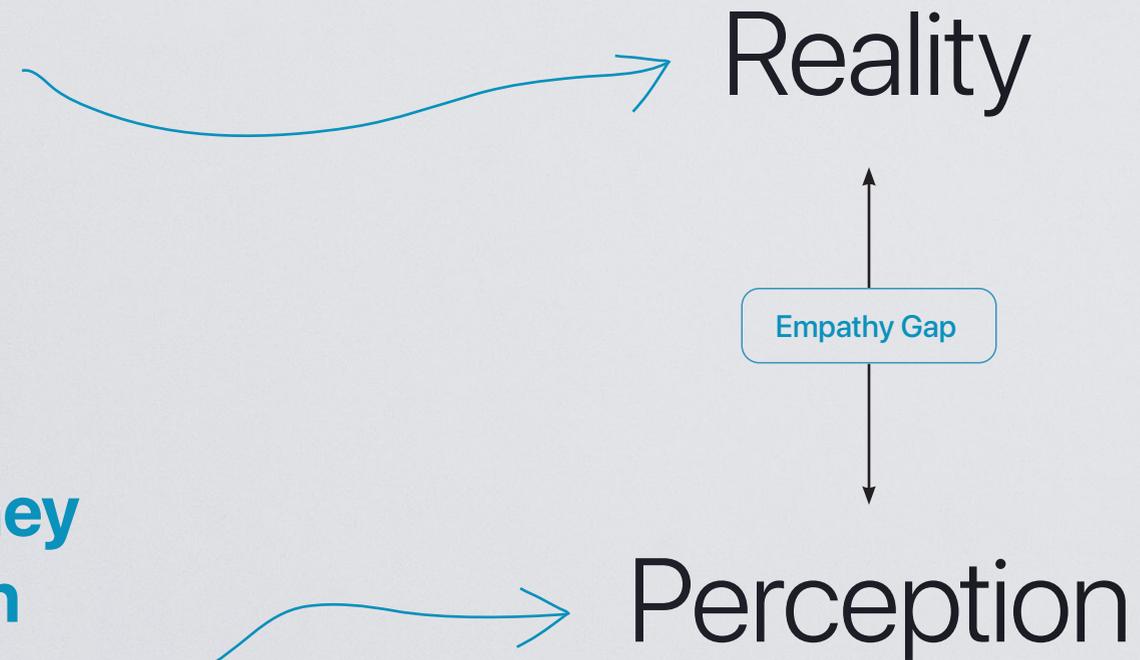
Customer Experience
is now the **number one**
brand differentiator.



Only 10% of the customers strongly agree that most brands meet their expectations for what they consider a "good experience."

In contrast, 82% of marketers believe they are meeting customer expectations with regard to customer experience.

This is called the "empathy gap."



Journey Mapping

We'll help you create a Journey Map. This is the path someone follows in interacting with your organization.

Understanding this path, its milestones, and decision points is instrumental in creating ways to connect and engage with people. This is also the place to create audience empathy so as to discern what can be done to allow a person feel welcome, comfortable and valued in their experience with your organization.

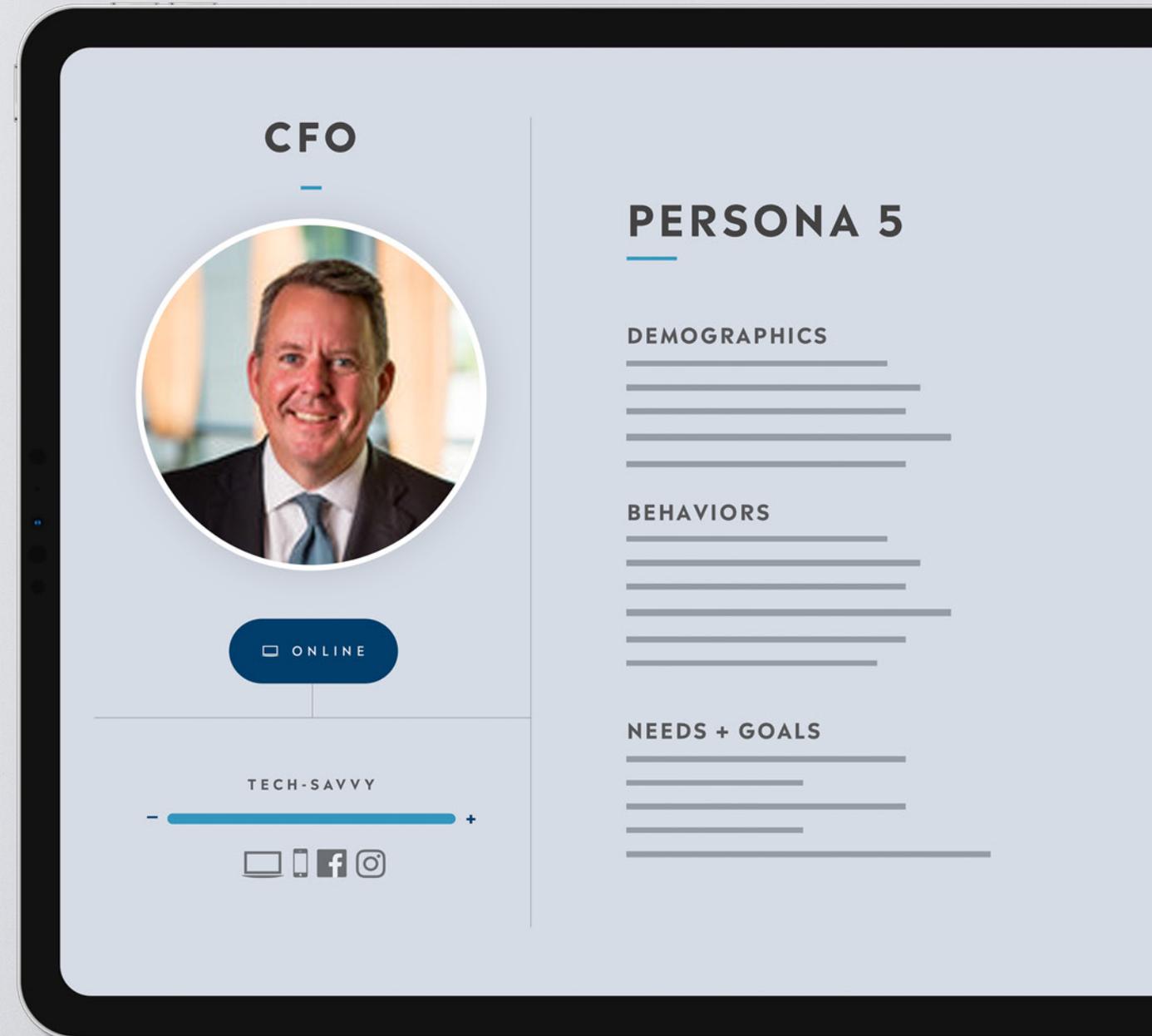


Audience + Personas

We'll help you identify your target audience(s) so we can communicate effectively to that particular audience.

Personas are a tool that help build descriptions of people that interact with your organization. They are fictional profiles that list a person's needs, desires, experiences, behaviors, goals and even fears so as to build an account of potential and existing audiences.

It's not enough to simply know who your customers are - personas help define who your customers could become.



Audience Funnel

Everyone starts somewhere. But not only do we need to know where they are, we need to know where they are going.

Our end goal is to create a strategy that helps build brand advocates and long-term customer loyalty.



Brand Messaging

The messaging sets the overall impression a person experiences when they interact with your organization. We'll help you discover and define Brand Attributes and Messaging.



Brand Attributes



The Mission

Answers **WHAT**
Informs
Clarifies
The Doing



The Vision

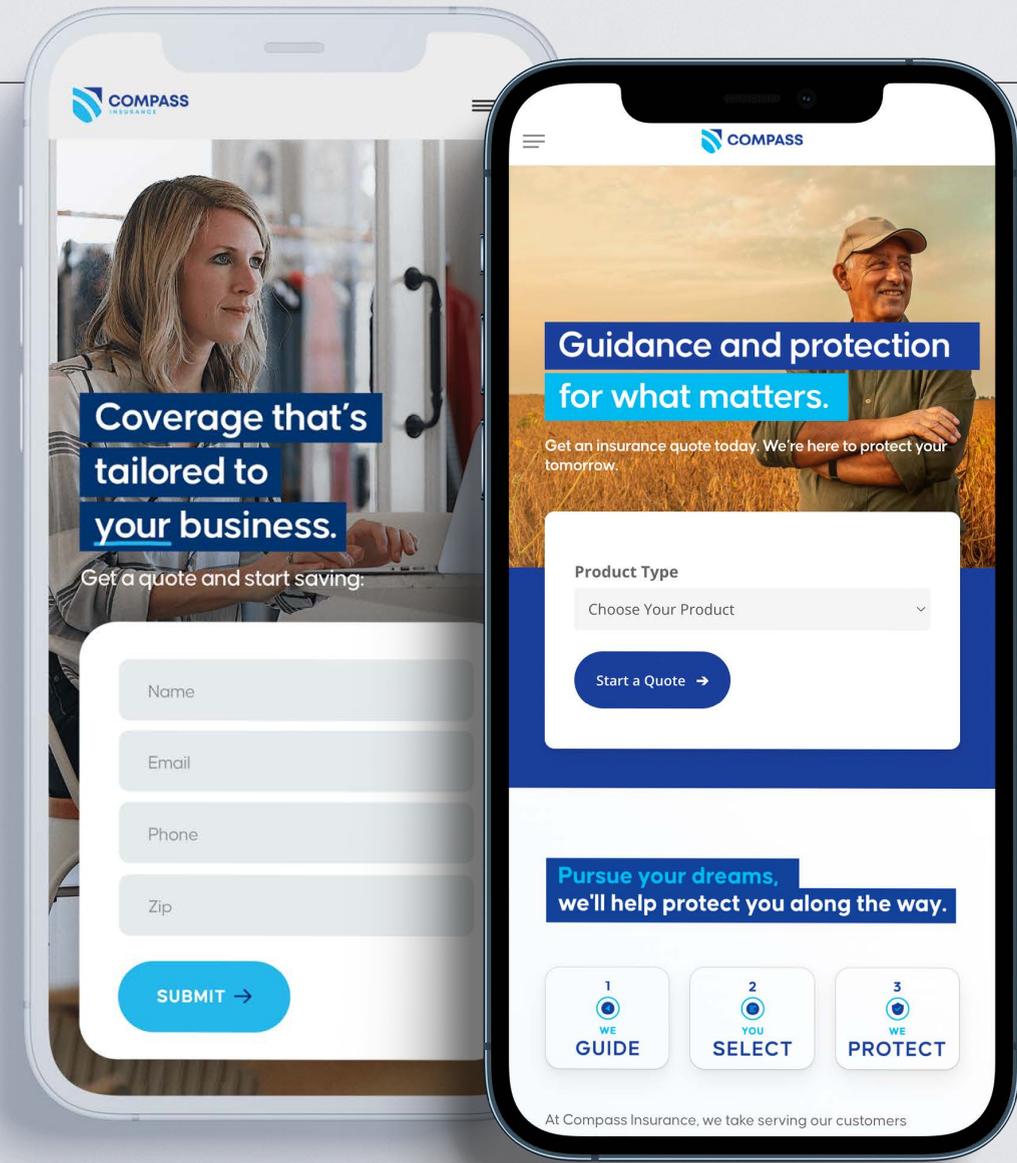
Answers **WHY**
Inspires
Challenges
The Seeing



Elevator Pitch

A clear and concise way to explain your Brand Attributes.

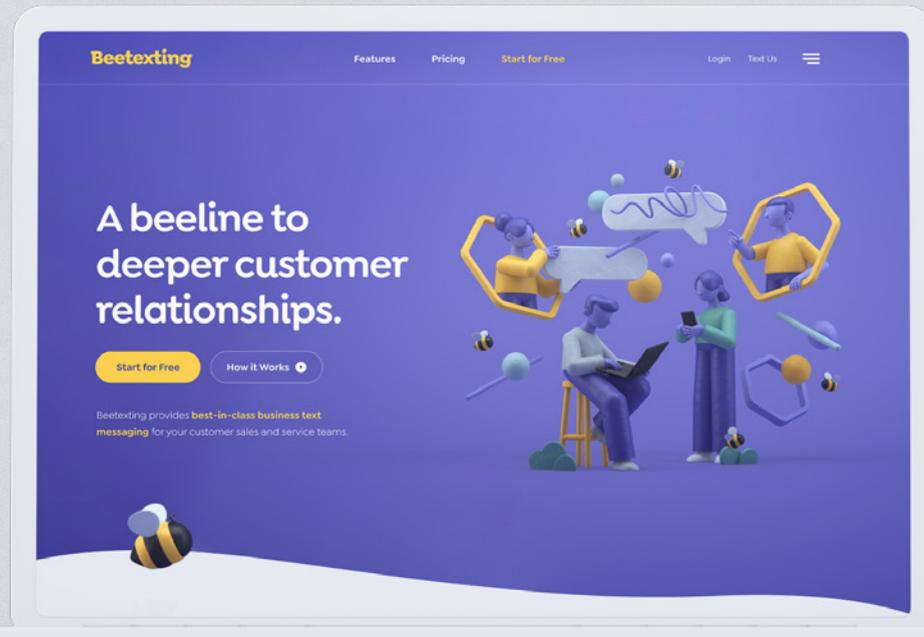
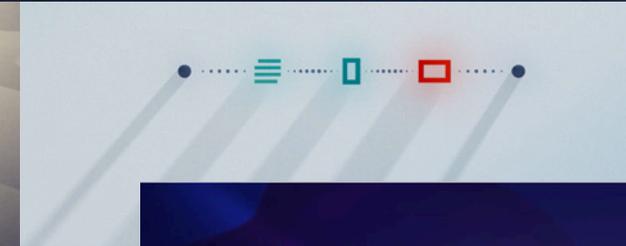
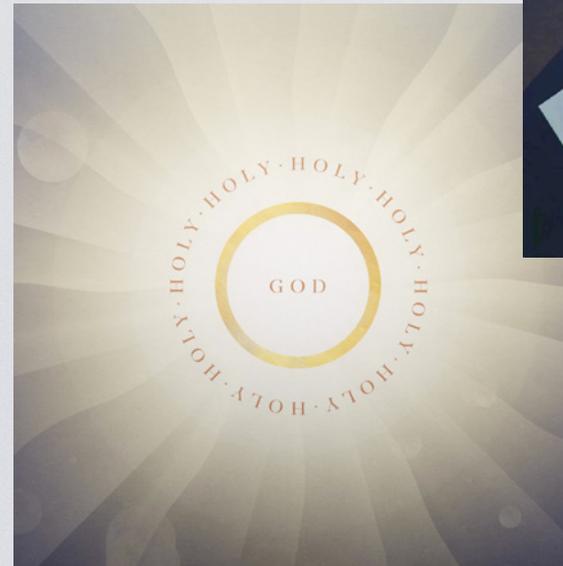
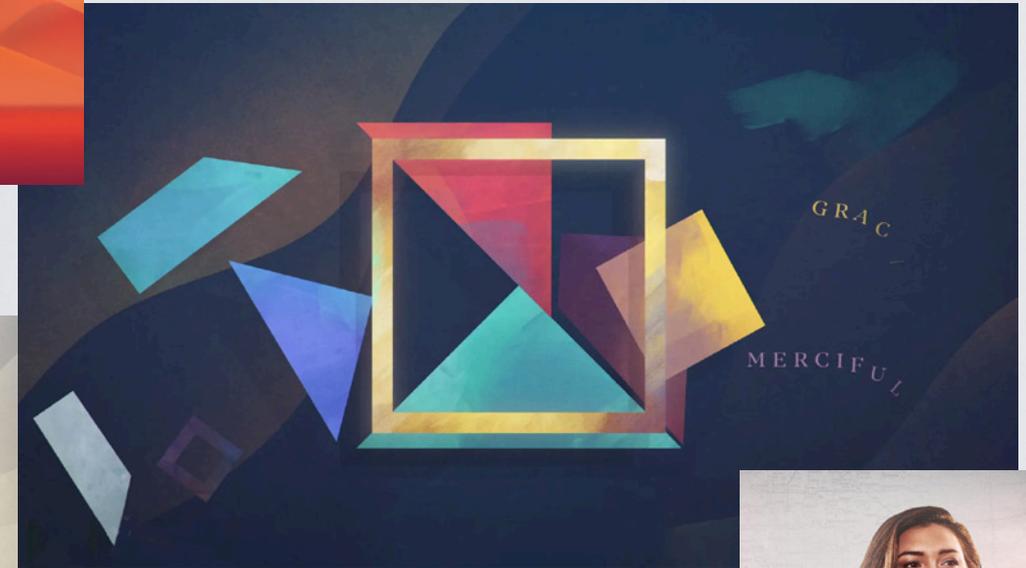
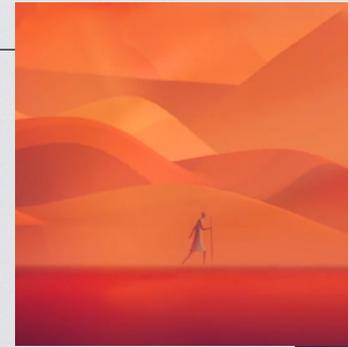
All Other Messaging





Visual Disruption

It's about taking the "tried-and-true" methods of the past and turn them upside down to help customers to stop, look and listen.



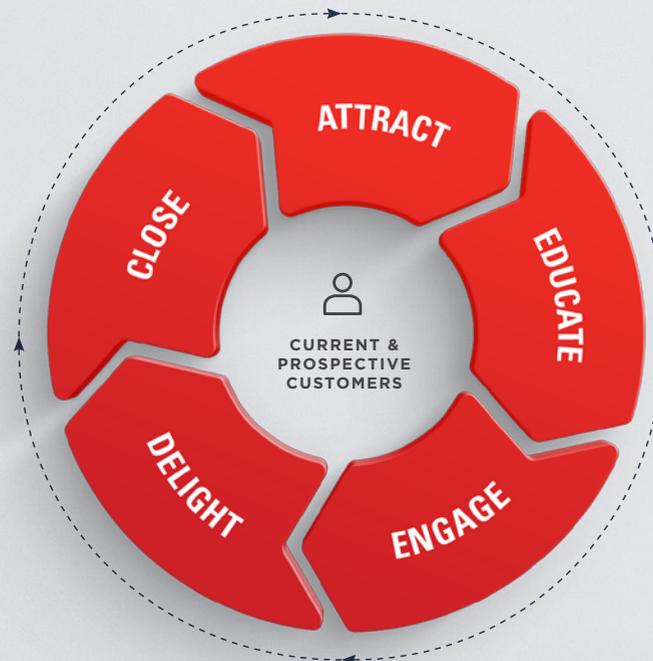


Nussbaum Case Study

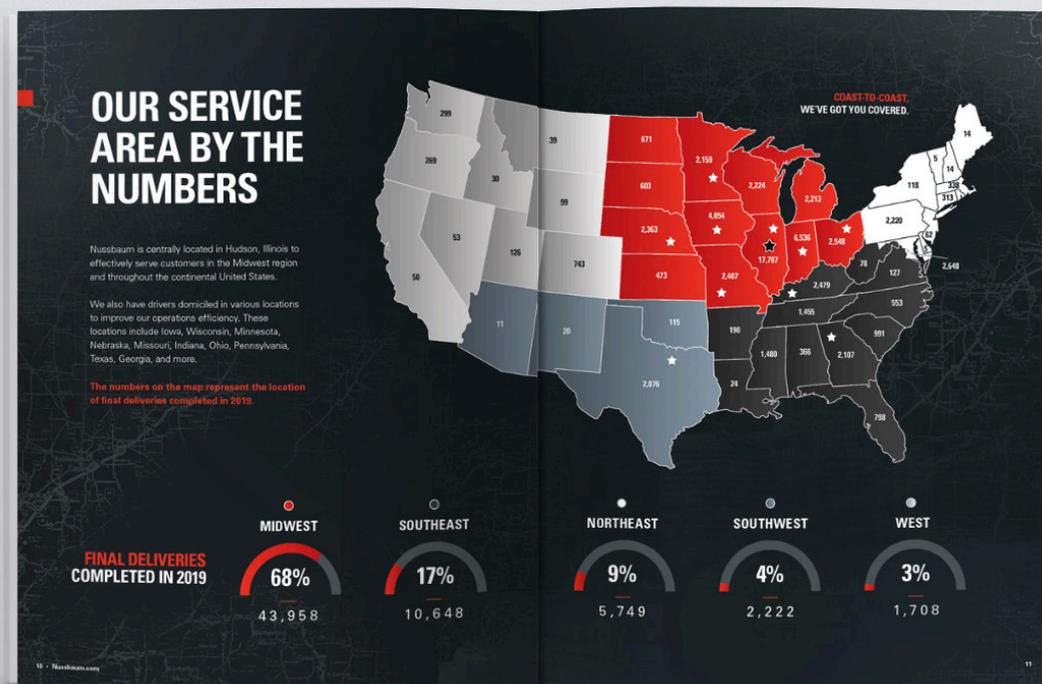
We collaborated with Nussbaum to strengthen their existing brand by working with three distinct audiences: Internal Culture, Customers and Prospective Drivers.

Nussbaum Sales Team

We worked with Nussbaum to bring continued clarity to their overall sales process and customer experience.



 RELATIONAL SALES FLYWHEEL





Nussbaum Driver Recruitment

We helped tell 5 different driver stories and how they're each uniquely "Purpose Driven."

Combined Driver-Recruitment website + Corporate website into one clear experience for all visitors.



WeDriveWithPurpose.com

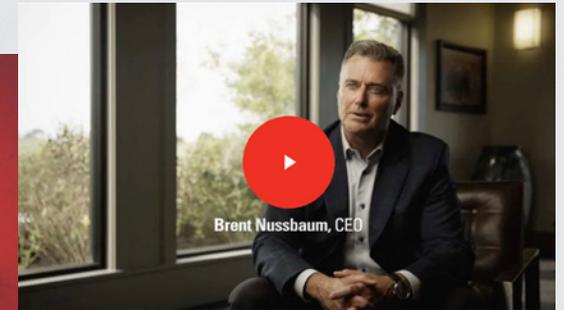
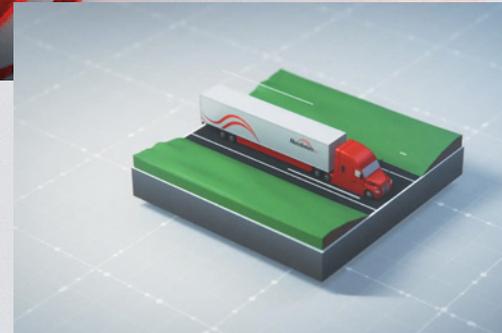


Nussbaum.com/Jeff



Nussbaum Internal Culture

We worked with Nussbaum to create multiple internal campaigns related to employee wellness and recognition, living the vision, and celebrating 75 years as a company.



Nussbaum.com/75



KEEPING UP WITH JEFF

BY THE NUMBERS

MILES LOGGED WITH NUSSBAUM
5 5 0 0 0 U

46 STATES VISITED IN 3 YEARS

724+ FACETIME CALLS WITH RONDA

10 WEEKS TO COMPLETE NUSSBAUM'S ON-THE-JOB TRAINING

40 HOURS A WEEK HOME TIME WITH FAMILY

18 MEMBERS OF THE WOOD FAMILY

On Being Purpose Driven
At the end of the day, both Jeff and Ronda want others to look back on their life together and see them as people of integrity that shared their faith and did what God has called them to do.

"God puts people in our lives for a reason," shares Ronda. "It may be someone that is completely opposite of how you were raised or what you think is right. But you don't know what kind of influence you will have. Maybe it will be just a five second split of time, or you're with a customer, or you run into someone at the grocery store. How you react to something... we have to be the witness."

Thankfully, Nussbaum's purpose-driven philosophy fits right into Jeff and Ronda's model for how they want to live their lives, making it easy for him to hook up his trailer and go the distance.

"I've always enjoyed driving. Just that freedom. I love what I'm doing. Maybe I have a little bit of a restless spirit that enjoys being on the road," shares Jeff.

"But when I hook on to one of Nussbaum's Faith & Family trailers, I feel like I have to perform at a higher level because of what I'm advertising as I go down the road."

Driven by Faith. Anchored by Family. - 17

DRIVEN
A NUSSBAUM PUBLICATION
VOLUME 1 | FALL 2020

CELEBRATING 75 YEARS PURPOSE DRIVEN

JEFF WOOD
SERIES

**DRIVEN BY FAITH.
ANCHORED BY FAMILY.**
NAVIGATING A NEW CAREER AS A DRIVER.

NUSSBAUM
EST. ★ 1945
HAUL of FAITH

OUR MISSION

TO HONOR GOD AS STEWARDS OF THIS BUSINESS BY LIVING OUR VISION AND CORE VALUES.

OUR VISION

TO BE PURPOSE DRIVEN IN EVERYTHING WE DO TO POSITIVELY IMPACT THE LIVES OF EVERYONE WE INTERACT WITH.

Nussbaum

Nussbaum.com/feature



Our Mission

**Creating strategies
through innovation and
design to reinvent brands
and market segments.**

