

muse.

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CHALLENGE/SOLUTION

# BRAND STRATEGY SNAPSHOTS

## CLIENT CHALLENGE

# HOW DO I INTEGRATE A NEW BRAND UNDER ONE UMBRELLA?

The International Probiotics Association (IPA) originally came to Muse suggesting that they needed a new name. They had just acquired a smaller association dedicated to PREbiotics and assumed a name change would be the only way to expand membership beyond PRObiotics.

## THE RISK

IPA had gained substantial brand equity and trust over the years; it was known to be the standard of quality for the industry. Changing the name would be confusing to both members and global stakeholders. It would be expensive to build awareness for the new name, requiring a reallocation of funds that may compromise member value.

## THE MUSE APPROACH

- 1** We conducted qualitative research with board members and distributed a quantitative survey to membership from around the world. Through this data, we evaluated name equity and shared value across all “biotics” branches.
- 2** Based on insights gleaned from data and precedents for successful brand name acronyms, we recommended that IPA maintain their three-letter name and create a three-tiered sub-brand structure for each membership branch.

# OUR SOLUTION

- We presented a new brand architecture to include a parent brand and three sub-brands for PRE, PRO and POSTbiotics, each designated by a modifier under the parent logo.
- Each of the sub-brands were assigned a color to further underscore their individuality under the greater IPA umbrella.
- The new logo, featuring a globe icon, integrated all three colors of the sub-brands to represent the three branches of “biotics” coming together as one.

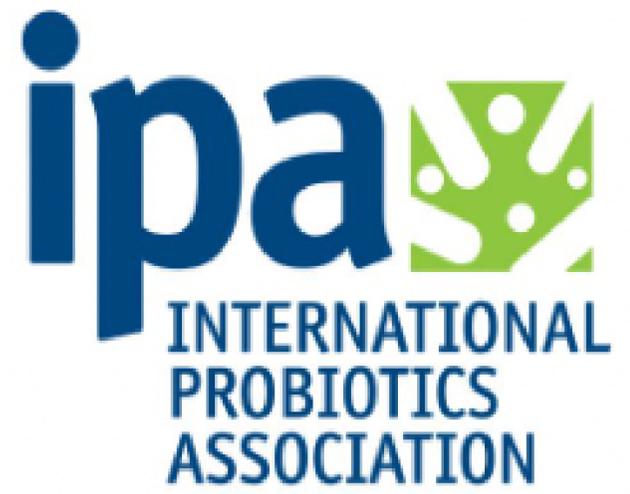
## THE RESULTS

We presented this solution to the Board of 25 global industry leaders in Chicago in the July 2023. The Board unanimously accepted the recommendation. As the brand has been soft-launched at industry tradeshows, it has been well received by the industry.

The client has added dozens of new members in the “new” categories of PRE and POSTbiotics.

We’re in the process of developing a new website and content program for this client, due to launch in Summer 2024.

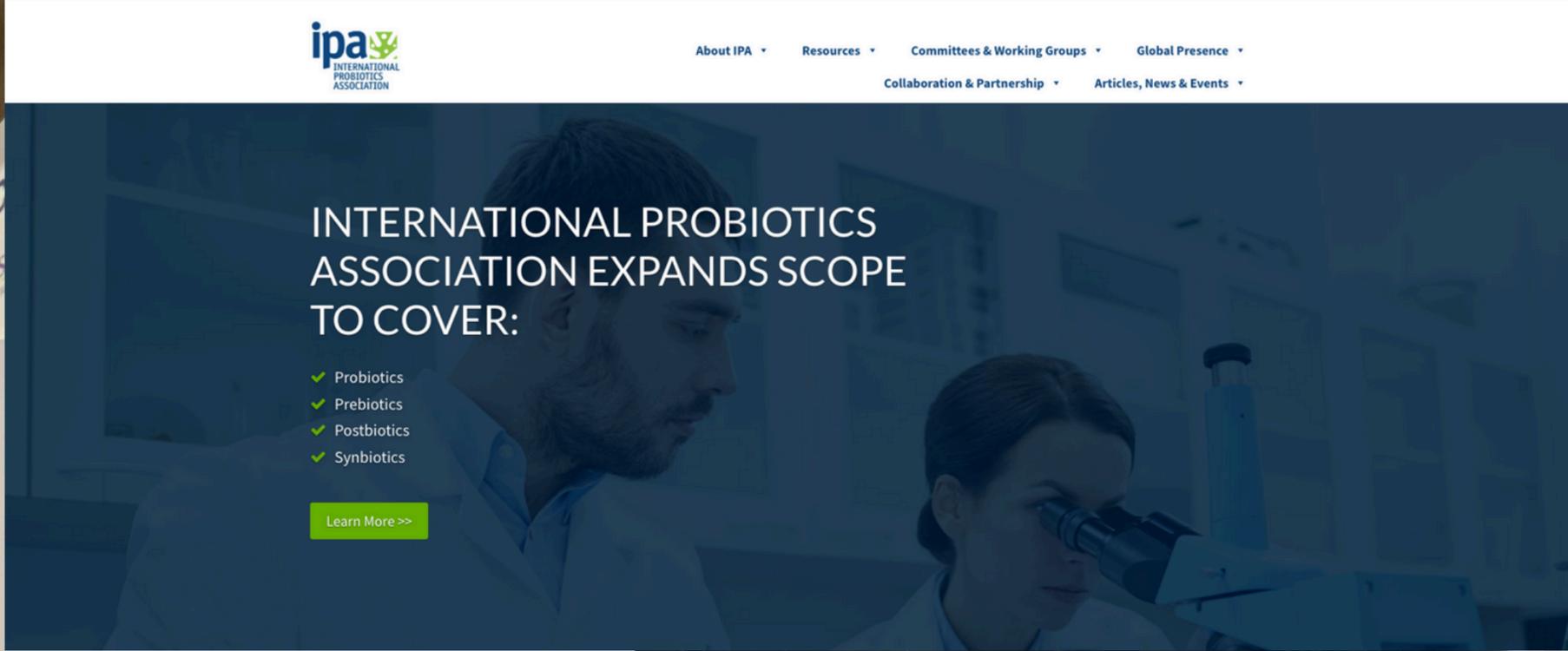
Logo Before:



Logo After:



# IPA Before



# IPA Rebrand



## Introducing the next chapter of IPA.

IPA has expanded to serve Pre- and Post-biotics. Join us as we advance the industry together.



## CLIENT CHALLENGE

# WHERE DOES MY PARENT BRAND BELONG IN MY MARKETING?

As a regional restaurant group with five different restaurants and breweries, our client wondered what role their parent brand should play in their overall brand narrative. Should they allocate marketing resources to build the parent brand, or should it remain silent? The client had seen other restaurant/hospitality groups benefit from this type of “halo” structure and were curious if they should do the same.

## THE RISKS

- Creating and supporting a parent brand requires an investment of both time and money: would it be worth the cost?
- Would the parent brand logo and marketing materials add confusion to the guest experience and create erosion of the established restaurant brands in the company’s portfolio?

## THE MUSE APPROACH

- 1** We assessed the three branding possibilities: Silent Parent, Neutral Parent or Active Parent.
- 2** We evaluated the client’s current situation to determine if there was a flagship restaurant brand or signature spokesperson in the portfolio that would benefit the other brands.
- 3** We conducted key stakeholder interviews. Restaurant employees and managers expressed no loyalty to the parent brand's core values or personality.
- 4** We evaluated the competitive landscape: regional restaurant groups with similar structures found success with varying brand narratives.

# OUR SOLUTION

- We recommended that the client keep their parent brand silent since each restaurant had its own unique personality, audience and signature offerings.
- We determined that adding an active parent brand would add cost and confusion to the narrative. The client agreed with the recommendation.

## THE RESULTS

The restaurant group has been able to confidently focus their marketing dollars to build their individual restaurant brands – each with a unique brand position.



## CLIENT CHALLENGE

# HOW DO I KNOW I NEED A SUB-BRAND?

A specialized department within a large foodservice provider felt they were lost in the noise of other departments and lacked a clear narrative to stand apart and sell. They initially approached Muse to develop new sales communications.

## THE RISK

Without a distinctive narrative and look that stood out from many other ongoing corporate initiatives, the department risked losing internal advocacy and sales priority with an opportunity cost of millions of dollars.

## THE MUSE APPROACH

- 1** We conducted internal stakeholder interviews and surveys. The results uncovered a bigger problem: the department's specialized offering was getting lost.
- 2** We assessed industry and competitor organizations. We determined that the most effective tool used to resolve similar challenges was the implementation of department-level-brands.

# OUR SOLUTION

- We recommended creating a new department sub-brand under the corporate parent brand logo. The sub-brand would represent a group of employees with concentrated expertise, but still carry the halo effect of the parent brand.
- We developed not only the naming structure but also a proprietary process for the sub-brand, giving everyone inside and outside the organization a clear understanding WHAT the department sells, HOW it sells it differently and WHY it's beneficial to customers.
- We created the full visual identity program, including communications materials.

## THE RESULTS

Prior to the sub-branding, the department's target customers didn't realize the breadth of services and support the foodservice provider offered. The new sub-brand and simplified communications resulted in an increase of 30% in one well-defined service line over the course of the year, representing millions of dollars in new revenue.



## CLIENT CHALLENGE

# HOW DO I MODERNIZE MY BRAND WITHOUT CHANGING IT COMPLETELY?

- Legacy brands, especially those owned by a family-run business, often go unchanged for generations. This was the case for our client, a regional premium chocolate company.
- After an infusion of capital that came from a partial acquisition, the client determined it was time to turn the page on a new look for the brand in order to reach younger audiences.

## THE RISK

Overhauling an established brand with three generations of use, dozens of packaging applications and many retail storefronts would cost the company hundreds of thousands of dollars. This is not a decision to take lightly.

## THE MUSE APPROACH

Brands in this situation often don't realize that a logo overhaul isn't a requirement to a brand refresh. Preserving brand equity is essential when legacy, tradition and reputation contribute to the buyer decision. Utilizing stakeholder interviews and a competitive landscape review, we helped the brand see that they could modernize while staying true to their roots.

# OUR SOLUTION

- We built new campaign materials that created a modern brand look around the existing, timeless logo using vibrant colors, fresh photography and modern, updated typefaces.
- We recommended a more emotive and less transactional approach to the brand position, so the brand would ultimately stand for more than a great tasting product.

## THE RESULTS

With new campaign materials launched across digital and traditional media, the client achieved the highest in-store visitation on record.



## CLIENT CHALLENGE

# HOW CAN I EXPLAIN WHAT MY BRAND DOES IN 60 SECONDS OR LESS?

With a complex initiative and even more complex organizational structure, our client was having a hard time (i.e., impossible) describing who they were, what they did and the value they provided. They were lost and needed not only direction – but also a voice.

## THE RISK

- The client was losing financial support from community partners who were unable to see the value of the organization because it wasn't clearly articulated.
- The organization was missing out on press opportunities; it had very little awareness among the community at large.

## THE MUSE APPROACH

- 1** We conducted numerous stakeholder interviews that uncovered confusion around the words the company was using to describe their offering: the organization provided not only a destination for innovation (the place) but also business development services for key stakeholders (the people).
- 2** We assessed similar organizations across the country to better understand how they defined and communicated value to various audiences.
- 3** We crafted and distributed surveys to partnering organizations. These confirmed the confusion between the two different services our client offered.

# OUR SOLUTION

- We proposed a drastic change not only in how the client communicated about themselves, but also in how they were structured. Rather than trying to differentiate between a group of people and a place AFTER the audience had already made an assumption, we helped restructure the organization into two distinct, but connected, sister-brands.
- The offerings of “the place” were different than the offerings of “the people,” and both were equally valuable to their respective audiences. To reinforce this, we defined two distinct messaging journeys. We also defined how these journeys should be talked about together in materials, including on the website and within cross-promotional tools.
- It was vital for each stakeholder to have their voice heard and considered. We crafted messaging to speak directly to these audiences, highlighting the value of both sister brands.

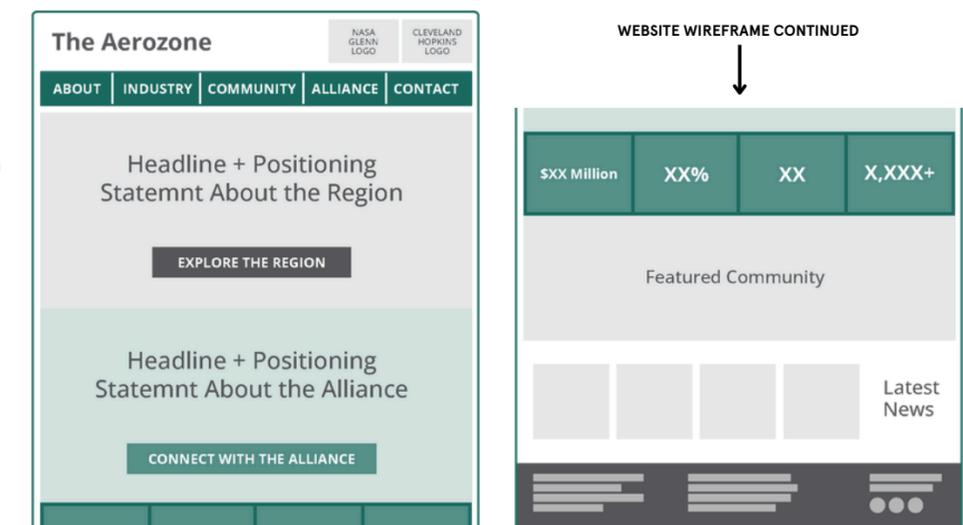
## THE RESULTS

- With two distinct brands in place, the client has had more fruitful conversations with members and prospects, stronger media presence and more effective meetings.
- “We believe that this new brand identity will significantly strengthen our organization in the years to come, positioning the Aerozone District for continued growth and economic activity, while charting a course for success that benefits all stakeholders in our vibrant Aerozone community.” ~Hrishue Mahalaha, Executive Director, Aerozone Alliance

### PROPOSED SOLUTION



### PROPOSED WEBSITE STRUCTURE



## CLIENT CHALLENGE

# WHAT IS MY BRAND CATEGORY?

Our client, a well-known inventor, pioneered the world's first residential water recycling system. While the product offered incredible benefits, he wasn't sure how to bring it to market. What product category did the device belong in? And did that category exist?

## THE RISK

- Without a vocabulary to define the product, the executive and sales teams could not accurately describe the innovations, leaving audiences confused about the invention's features, benefits and safety.

## THE MUSE APPROACH

- 1 We studied the existing industry and adjacent categories and determined that none of them accurately represented our client's product.
- 2 We uncovered an opportunity: by defining a new category, our client could both own the space and take a leadership role in defining what it offered.

# OUR SOLUTION

- We leveraged our brand positioning and naming process to coin a new industry category: watercycle.
- We evaluated if the client should “own” this category with a trademark or if it should be genericized to pave the way for competitors. The client selected the latter, not wanting to block important innovation that would make a substantial, positive impact on the environment.
- In collaboration with the client, we developed the language that helped pass State Bill 179, making residential water recycling legal in Ohio, while also creating a precedent for other states to follow suit.

# THE RESULTS

- The client team, lawmakers and pilot partners rallied around the category name and began to promote it to customers and stakeholders.
- The client piloted the world’s first watercycle system at the Western Reserve Land Conservancy.

