

LET'S TALK

LOUD AND CLEAR

Welcome to the last day of not having the clearest image of your company's brand in mind.

INDUSTRYSCOPE®



Let's Build on a Shared Foundation

Welcome to the last day of not having the clearest image of your company's brand in mind. We'll work with you to discover the essence of what personifies your company and its brand. 5x5 is our approach to draw out the things that make up your unique brand. Then we consolidate those core "personality traits" and tenets into a concise, written foundation to be shared and used by all associates in outbound messaging and customer engagements.

WARNING: This May Be Scary

We've found that when we bring several individuals together within a business, they have a sense of the brand and the brand's promise to customers, but they often describe this differently. This is a result of their different experiences and interactions with customers and the inner workings of the company. A salesperson may have a different description of "what we do" as compared to a chief operating officer or an engineer. Sometimes they are saying something similar, but in different ways. Other times we find they have very different opinions about "what we do", "how we do it" and "why we do it". In these cases, this needs to be fixed.

Your Company's Brand is More Than Just its Logo

Your company's brand is the embodiment of what your company stands for and the promises it makes. Ultimately, it's the feelings those individuals within your industrial space experience when your company comes to mind.

Try thinking about it this way.

Picture your best friend, their face, how they dress, their hairstyle—consider this their logo. Now, think about what kind of person they are; their personality, character, who they are to you and how you would describe them to someone who doesn't know them—this is their brand. The two are far from exclusive. The way they look is merely an outward expression of who they are. Without the balance, they're just a person in the crowd, lacking depth and warmth and the fullness that makes up their personal brand.

The 5x5 Experience

How We Help You Define Your Company's DNA



First, we ask that you pull together a team of individuals that have both lengthy experience with the company, who know the culture and at some level routinely interacts with prospects and/or customers.

Next, we conduct an exercise to draw out the company's attributes, operating tenets and character traits that make up its DNA.

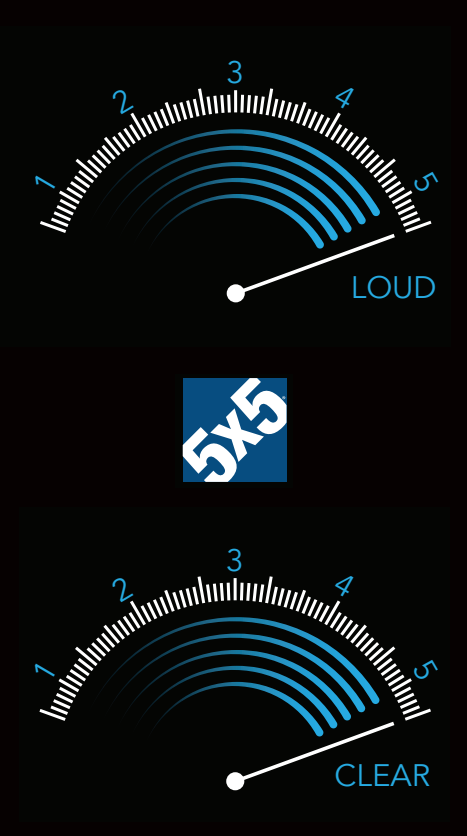
We then condense this into a series of simplified materials that is documented within a corporate style and messaging guide. If you do not have a comprehensive guide, not to worry, we can help you pull this together.

Once completed, this document should be shared with existing team members, new hires, and outside agencies that may be preparing copy for ads, digital content, sales assets, or anything that is industry-facing.



What 5x5 Means

The term five-by-five (5x5) comes from the United States military. When communicating over two radios, a station may request a report on the quality and strength of their signal. Five-by-five means the signal has excellent strength and perfect clarity – the most understandable signal possible. Five-by-five is the predecessor to the term "Loud and Clear" or "Lima/Charlie" used by military units today. We've adopted this to embody the approach we use to find the things that makes up your company's unique brand.





We have the right mix of experience for your industry

We grew up and thrive in the industrial world. We provide advertising, PR services and all things promotional. Our specialty is in refining and elevating brands in a way that generates sales opportunities for companies who manufacture production equipment, tooling, machine tools and automation for OEM and TIER suppliers.

Since 2002, we have helped dozens of clients achieve their goals, increase revenue, and expand their footprint both within their industries and new markets.

We have worked with small and large businesses across multiple industries and continents, providing us a broad understanding of how to speak to a variety of manufacturing communities. This makes us a valuable and versatile marketing resource to supplement your in-house marketing team or to act as your stand-alone agency.

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