



THE **ROCKFISH** GROUP

Brand Development

HOW WE WORK & WHY IT WORKS FOR YOU.

The RockFish Group uses brand development methodology to build compelling brands as diverse as skateboard manufacturers and surgeons.

Although each client is different, as are our solutions, we will offer a peek inside our process.

Who knows your unique sales position better than you? That's where we start - with you and what you already know. Our methodical approach combines experience, creativity, and solid measures to ensure you get results that will work. We can guide you to identify which lines of business will provide the best opportunities for future growth, to craft effective marketing and PR strategies to create that growth, and give you the tools you need to apply these strategies efficiently and economically. Additionally, we are experienced at working with groups and boards and can facilitate meetings and research in an inclusive yet guided way.

We are your partners on this journey, every step of the way.

Phase I: Facilitate Brand Workshop

We meet with you and selected internal stakeholders to come to an understanding of what your brand is and also to learn more about your organization. This facilitated session helps identify your key target audiences, perceptions of current brand name and identity, current market position, customer decision-making factors and more. At the end of this session, we will have collected key internal perceptions that will shape your brand identity and will create a summary report of our findings for you.

Phase II: Perform Market Research

After securing your insight, we validate your brand perceptions via market research. We gain input from your customers – either via a widely distributed survey and/or one-on-one interviews-and compile results into a report for your review. We also evaluate key competitors' brand positioning to ensure your brand platform is distinctive.

Phase III: Develop Alternative Creative Approaches

Once internal and external research is complete, we summarize our findings in a creative brief for your approval. When finalized, our creative design and messaging teams go to work. We prepare a minimum of three different creative directions for you to evaluate – including theme, messaging, logos, color schemes, imagery, photography, etc. We deliver these approaches for your review. If desired, we can conduct a second survey to market-test the various creative approaches, secure external perspective and present results to you. Whichever path you choose – you are the final decision-maker in choosing the messaging and visual identity that is right for your company.

Phase IV: Implement On-Brand Marketing Communications

After you've selected your creative direction, we deliver a brand visual identity and messaging guide to facilitate brand roll-out in all your communications materials. We can collaborate with you to prioritize implementation of your brand in your corporate communications, deliver brand-compliant designs for various vehicles and if you wish we will be happy to create any or all of your communications materials.

Brand Development

WHY BRANDING IS YOUR MOST IMPORTANT MARKETING DECISION

Too many business people still think that marketing is buying more ads. In the newspaper, in magazines, in a trade journal—sadly, more marketing dollars are flushed down the proverbial drain for lack of understanding of true marketing. And it's inherent value to the success of any organization.

Marketing requires specific strategies driven by a desire to attract and retain specific customers over time. It only then drives decisions about which tactics will achieve those strategies—and that may or may not include print ads. Strategies plus target customers drive those decisions, which is why it pays to have a knowledgeable partner in figuring out just which strategies will maximize results.

To help our clients—and potential clients—better understand how to maximize brand and create successful marketing strategies, we offer the following tutorial:

THE BRAND

Your brand is the centrifugal center of how you approach your world. It is a unique collection of messages—taglines, slogans—and visual identity components—logos, colors, fonts, imagery—that convey the essence of your company to the marketplace. A strong brand can create a powerful connection between you and your customers, employees, and other key stakeholders. Think of Federal Express: “On time, every time, no matter what.” It’s a brand that is instantly recognizable, and succinctly conveys the essence of the FedEx promise, its unique sales position.

Developing a brand is far more than a creative exercise. Most of the work is analytical in nature, a disciplined approach to research and analysis, followed by structured management and implementation.

In today’s crowded landscape, a strong brand cuts through noise and clutter and delivers a clear picture of who you are and what you do.

WHEN WE BEGIN OUR BRANDING WORK WITH CLIENTS, WE ASK CORE QUESTIONS, SUCH AS:

What is your business?

This doesn't seek a cocktail-party response; we're looking for the underlying business proposition, not the laundry list of activities and outreach.

Tell me what you do and why that matters to your target audience in no more than two sentences. This strips away the jargon and the corporate speak to identify what matters to the customer.

Does your current marketing and PR match your brand?

Surprisingly, many businesses are so focused on the day-to-day or internal pressures that they are uncertain whether these items match. Find someone who might be a customer but isn't and ask this: “Please look at our current marketing materials. Would you consider using our product/service? If not, why not?” Don't explain or share more—let the materials do the work for you.

Look at your logo, color palette, messages: Are these consistent and mutually supportive?

Finally, are you confident your brand matches your business' direction and goals, or is it time for a brand facelift?

KEEPING IT SIMPLE (BUT NOT STUPID):

Once we begin the branding facelift, we always measure our recommendations against six factors:

1. Is it memorable?
2. Is it honest?
3. Does it show utility?
[I don't know what this means, so likely nobody else will!]
4. Does it solve a problem or fill a real need?
5. Does it match how customers describe your products or services?
6. Is it easily communicated across multiple platforms?
(print, online, apparel, billboards)

CASE STUDY:

Matching expectations to results

PROBLEM: A regional economic development association wanted to update its website. The old site was stale; it emphasized two, long-time industries that had dominated the area, and the photos portrayed an urban setting, when the geography was far more diverse and attractive. Finally, the site lacked current technologies—it was cumbersome.

SOLUTION: RockFish actually did not respond to this RFP, but the client called to ask us why. Over lunch, we explained that the time-line and some of the parameters were not feasible. This needed to be rebuilt from the ground up. We also felt that the website was only a piece of what they needed—the logo was also dated, there was no research to support the client's stated needs— we would want to ensure the plan was going to work before actually implementing anything.

The client hired another company to create the website—then discovered that all our advice came to fruition. The client came back to us and asked us to fix it.

HOW WE DID IT: Created a new logo, a branding color story, and a new tag line that brought everything together. All of these key elements were designed for longevity. RockFish has created all of the collateral materials, and promotional pieces—and handed the key elements to the web designers to comply with what we created. Branding is now more current, relevant, and works. For example, we took multiple print pieces and created a single, compelling tri-fold brochure that fills the client's needs.

RESULTS: This project is ongoing; we continue to create banners, business cards, and other elements. The client has given us rave reviews on all our work, and says it has received many strongly positive comments. As of spring 2014, it was too early in the project for hard data—this will be added as it is available.

Matching expectations to results

Kitsap Economic Development Alliance

Before and After: Logo

Before:



After:







Matching expectations to results

Kitsap Economic Development Alliance Branding Style Sheet

4-Color Vertical Logo



COLORS:

	Red: C=0, M=85, Y=100, K=0
	Orange: C=7, M=56, Y=100, K=0
	Blue: C=75, M=0, Y=0, K=25
	Green: C=44, M=8, Y=100, K=0

4-Color Horizontal Logo



One Color Vertical Logo



FONTS:

DREAM ORPHANS
font for: KITSAP

Calibri Regular
font for:
Economic Development Alliance





One Color Horizontal Logo



4-Color Horizontal Website Logo



WEB COLORS:

	Blue background: 647687
	Cyan/Blue: 4fa1eb
	Orange: f0a30a
	Green: 9ebd00



Created by The RockFishGroup

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Matching expectations to results

KEDA Collateral & Visual Applications:

Letterhead,
Business
Cards,
Envelopes:



Matching expectations to results

KEDA Collateral & Visual Applications:

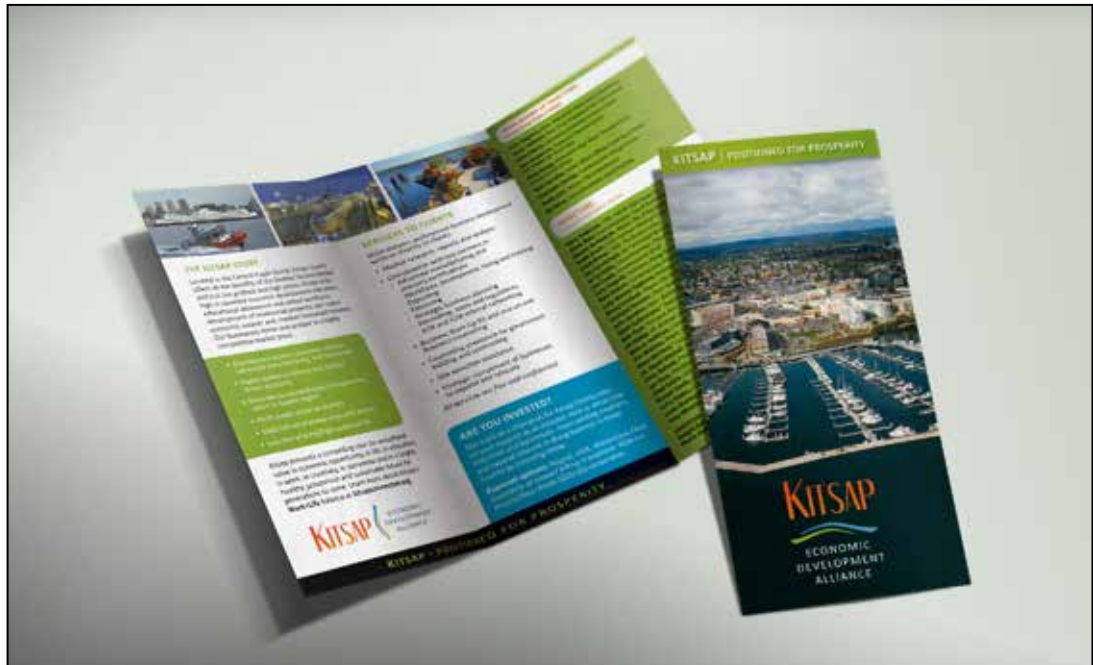
Brochure:



Matching expectations to results

KEDA Collateral & Visual Applications:

Tri-fold:



Banners:



Matching expectations to results

KEDA Collateral & Visual Applications:

Website:



Facebook:



Matching expectations to results



Matching expectations to results

KEDA Press Release:

KEDA Receives International Economic Development Awards

Kitsap Economic Development Alliance takes home two marketing awards from IEDC.

The Kitsap Economic Development Alliance (KEDA) was recognized for creative marketing by the [International Economic Development Council](#) on Monday, October 20, 2014 at the IEDC Annual Conference in Fort Worth Texas.

IEDC's Excellence in Economic Development Awards recognizes the world's best economic development programs and partnerships, marketing materials, and the year's most influential leaders. These prestigious awards recognize only the most successful, innovative and effective leaders, programs, partnerships, and promotional materials for their efforts in creating a stronger local economy. "Economic development efforts have long been a keystone in the quest to bolster the economy and improve quality of life in every locality across the country," said Bill Sproull, IEDC chair. "As the nation continues to tackle challenges in the midst of global uncertainty, these efforts have taken on an even greater significance. With this award, we laud trendsetting organizations like Kitsap Economic Development Alliance for leading the charge."



The Kitsap Economic Development Alliance received recognition in two separate categories.. KEDA's innovative [KitsapConnected](#) multi-media campaign was awarded bronze in the video/multi-media category, and [KADA \(Kitsap Aerospace and Defense Alliance\)](#) received silver in the Special Purpose Website category.

John Powers, KEDA Executive Director, said "We are truly honored to receive this national recognition which provides our Alliance an even larger platform from which to tell and sell Kitsap's story. Both marketing initiatives are the result of collaborative efforts on the part of our partners' and a strong commitment to invest in our Alliance's strategic efforts to promote economic development in Kitsap".



Thomas Kurcharski, Chair of IEDC Awards Advisory Committee; John Powers, Executive Director, KEDA; Kathy Cocus, Business Development Director, KEDA; Steve Politakis, CEO, Kitsap Bank and Chairman of the KEDA Board; and William Sproull, Chair of IEDC Board

The Kitsap Aerospace and Defense Alliance (KADA) which was recognized in the Special Purpose Website category, is a consortium of public and private partners with the goal of marketing Kitsap as a competitive location for aerospace business expansion within the Seattle regional market. The consortium's impetus was led by KEDA, Kitsap County, and the City and Port of Bremerton. [The KitsapAerospace.com website](#) was created to provide a unified message about aerospace opportunities for Kitsap in the expanding regional aerospace industry.

Kathy Cocus, KEDA's Business Development Director and member of the KADA Steering Committee, commented on the IEDC Award, "KADA was formed to increase awareness in our community about aerospace opportunities for existing defense firms as well as to encourage expansion projects of regional, national and global aerospace and

Matching expectations to results

KEDA Press Release continued:

defense firms to Kitsap County. This recognition validates Kitsap's goal to increase our aerospace footprint. The KEDA website allows us to effectively make the case for Kitsap and aerospace and we are especially grateful to Steve Garfein of RPM Systems for creating the site."

KitsapConnected, which was honored in the video/multi-media category, is a KEDA outreach initiative that utilizes social media channels to convey the unique attributes and competitive strengths of Kitsap within the Greater Seattle Region. At the center of the KitsapConnected campaign is "Kitsap – Work+Life – Connected", an engaging 10-minute video that tells the story of Kitsap's economy, opportunities, and lifestyle.

Supporting this core video is a series of twelve 90-second video vignettes featuring individual Kitsap businesses and economic sectors that provide a glimpse into their personal experiences and Kitsap connection. The videos have received over 7500 views since the initial release on January 29, 2013. A dedicated web page, www.kitsapconnected.org links the viewer to all the videos, the KEDA website (kitsapeda.org) and additional resources.

John Powers, who accepted the awards, credits the extraordinary leadership and vision shown by project sponsors: Puget Sound Energy; Suquamish Tribe/ Port Madison Enterprises; The Doctors Clinic; Kitsap Credit Union; Harrison Medical Center; West Sound Workforce; Kitsap Bank; Applied Technical Systems; ATS; The Bainbridge Graduate Institute; Pacific NW Title, Olympic College, Western Washington University, and The City of Port Orchard. He also praised the outstanding creative work, technical expertise, and dedication of Hal Calbom and Brett Renville of Sustainable Media Group for bringing the project to life.

Steve Politakis, Kitsap Bank's CEO and Chairman of the KEDA Board, commented on the value of the project, "As a long term investor in KEDA, we at Kitsap Bank believe in the value of underwriting a program that strengthens economic vitality and growth in our community. We are gratified to see this recognition of KEDA's multi-media marketing initiatives by IEDC, the preeminent economic development council in the world. These awards provide remarkable validation of the effectiveness of our Alliance's concerted efforts to tell the story of economic opportunity in Kitsap. I want to congratulate the entire KEDA team for their efforts."

For more information on Kitsap Economic Development Alliance, visit www.kitsapeda.org

For more about living and working in Kitsap, visit www.kitsapconnected.org

For more information about aerospace & defense opportunities visit www.kitsapaerospace.com



"We are truly grateful to RockFish for sending this out using their newswire. It's really amazing how many news channels have picked the story up and published it! What a difference!!!"

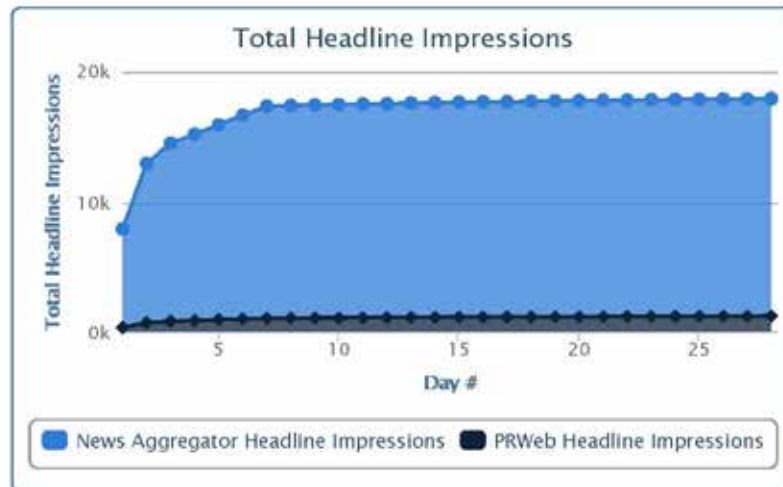
~ Theresa Mangrum, KEDA

Matching expectations to results

KEDA Press Release Analytics Report:

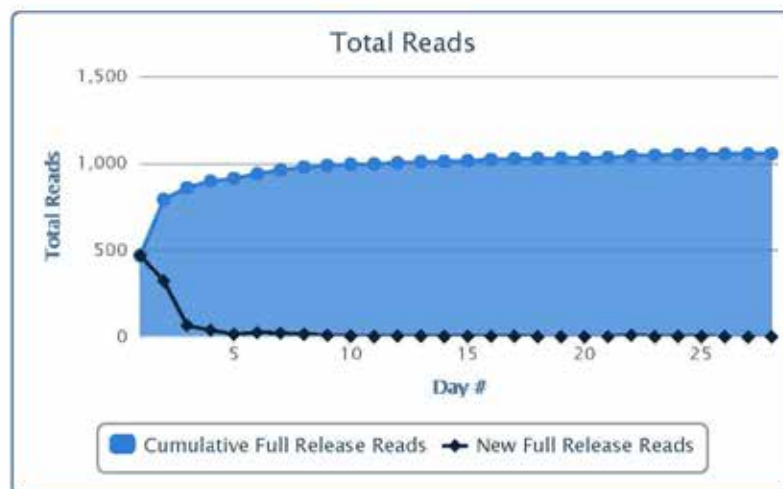
Headline Impressions

Total Headline Impressions 17947



Full Release Reads

Total Full Release Reads 1054



CASE STUDY:

Getting on the same page

PROBLEM: A Kitsap County association needed a more memorable name and inclusive brand. The old name, Home Builders Association of Kitsap County did not speak to the breadth of members associated with the building industry such as developers, stores, consultants etc.. Additionally, the visual identity was outdated and didn't represent the professionalism of the member body.

SOLUTION: RockFish recommended a name change, a visual identity (logo/colors etc) change, a re-created mission and several key collateral pieces. With an active board and membership we had to take great care to be inclusive both during our negotiation phase as well as the production phase.

HOW WE DID IT: Again, inclusion was extremely important with this group. First we talked with current members, former members, and people who should be members but aren't. We completed national research, we reached out via email to over 450 current and past members. With a created script, we called members for feedback. Again, inclusiveness. With this data we facilitated a member meeting and presented our findings. Phase I was completed.

Phase II was creating the new name, Kitsap Building Association, and the new look across all mediums such as web, signage, corporate identity etc..

During Phase III we assisted with PR work, advertising, outreach collateral, and continue to act as KBA's creative services department.

RESULTS: The results of this work have not only improved the pride of membership, but helped bring the association to a new level of engagement. In addition, the new branding has allowed for easy creation of off-shoot events and promotional material associated to KBA but not presented as KBA. We've heard from members and The Board that though this process was challenging due to the amount of stakeholders, that RockFish was the only group who could have done this work and gotten to this outcome because of our local interests and personal attention to the people involved.

Getting on the same page

Kitsap Building Association

Before and After: Logo

Before:



After:



Getting on the same page

KBA Style Guide



FONTS:

Manfred Klein

Can be found on: www.dafont.com

Myriad Pro Regular

Can be found on: www.myfonts.com

Myriad Pro Bold

Can be found on: www.myfonts.com

COLORS:

Green

PANTONE	HEX
369	6cb33e
C - 59 M - 0 Y - 100 K - 7	R - 59 G - 0 B - 100

Grey

PANTONE	HEX
425	555759
C - 65 M - 56 Y - 53 K - 29	R - 85 G - 87 B - 89

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Getting on the same page

Kitsap Building Association Collateral & Visuals:

Letterhead,
Business
Cards,
Envelope:



Website:



Website branding only - site
not designed by RockFish.

Getting on the same page

Kitsap Building Association Collateral & Visuals:

Ads:

KITSAP BUILDING ASSOCIATION
{New name, same great organization}



The former HBA (*Home Builders Association of Kitsap County*) on their 60th Anniversary made the decision to refresh their name and branding. This was done to reflect their commitment to members; home & commercial builders, remodelers, and associates that support the building trade and are part, or want to be part, of this long standing organization.



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Member
Postcard:





KBA
KITSAP BUILDING
ASSOCIATION

Getting on the same page

Kitsap Building Association Event Logos:



Getting on the same page

Kitsap Building Association Press Release:



Kitsap Building Association – New Name, Same Great Organization

After 60 years as the County's premier home building advocate, HBA becomes Kitsap Building Association, embracing the diversity of its membership--while continuing to craft residential, commercial, and nonprofit buildings throughout Kitsap.

(PRWEB) February 05, 2016 -- The [Home Builders Association](#), or HBA, has long been known as the center of the Kitsap building industry. Its members are responsible for most of the residential and commercial development of our communities, and their members have volunteered their time and talents to many worthy causes.

But those members have always been more than just 'home' builders. And now, the name reflects that.

[Kitsap Building Association](#).

The name is different, but the organization remains the same.

"This was not an easy decision," says board president Kevin Ryan of Tim Ryan Construction. "A name is a brand, and that sign along Highway 3 has been a beacon for members, customers, and newcomers.

"We periodically asked ourselves whether our name was inclusive enough, and if it accurately reflected all we care so much about. At the foundation of our purpose is the support and advancement of small construction companies that build homes in our community. This has been, and continues to be, a paramount concern. On the other hand, we are a professional trade organization for other businesses like cabinet shops, flooring companies, painters, plumbers, and so much more.

"As the only active construction trade organization in the County, the Association is also a place for commercial builders and companies like the one my dad built, Tim Ryan Construction."

Last year, during the 60th anniversary of the HBA, the board finally took a long hard look at its brand and its name. It selected local marketing company The Rockfish Group to help in the process, conducting focus groups and surveys. Ultimately, at the General Membership Meeting in October, the members voted overwhelmingly in favor of a new name: Kitsap Building Association. Rockfish developed the new logo and style guide to reflect both the new name and future direction of the organization.

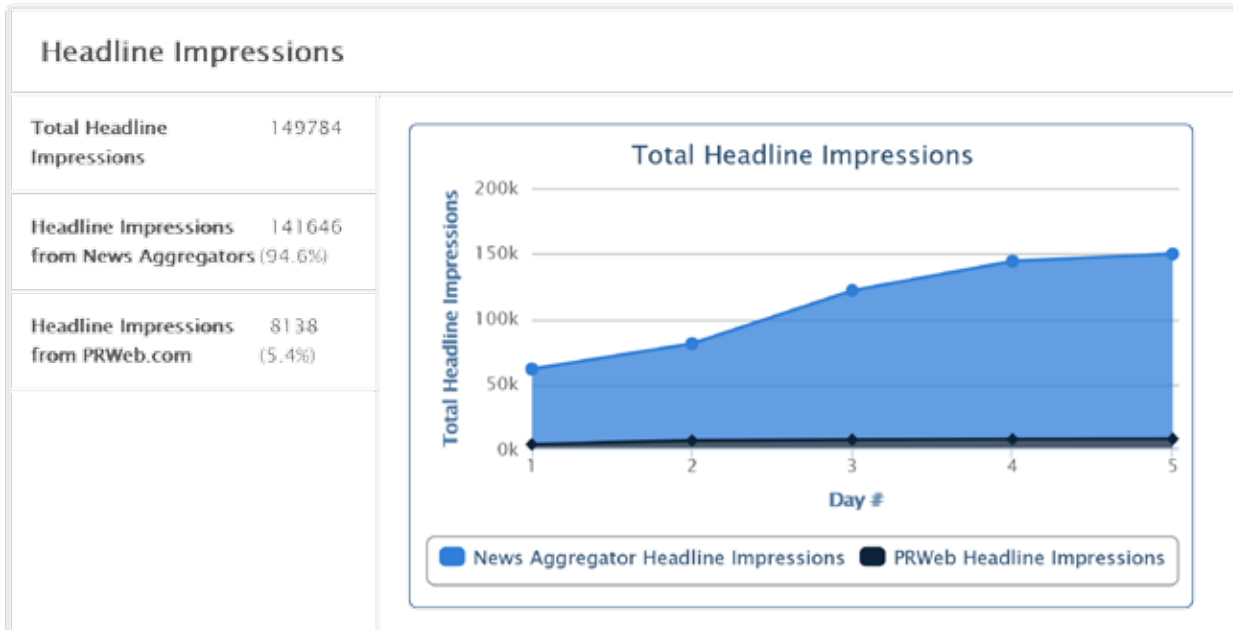
On January 21 of this year, the National Association of Home Builders Board of Directors voted in support of our request to change our name. And the roll out of the new name has begun.

"Our name has changed," says Executive Director Teresa Osinski, "but really, we have always welcomed non-home builders as part of our membership. Anyone involved in construction in Kitsap relies on us for support, advocacy, and community connections. That will never change."

The Kitsap Building Association is an association of professional builders, subcontractors, service providers and purveyors representing the construction industry. The association provides information, education, and services that promote the health and welfare of the construction industry. As leaders of the industry, we foster

Getting on the same page

Kitsap Building Association Press Release Report:



Online Pickup
Please use the customized searches below to check Google and Yahoo! for sites that have picked-up your release.
Total Pickups: 273

CASE STUDY:

A community whose image nearly disappeared

PROBLEM: A master-planned resort community begun in the mid-1960s had developed a reputation as solely a retirement community. By 2012, the audience dwindled and investors became concerned. Real estate sales were stagnant; visits to the inn and golf course were falling off; and the current customer base was aging. Internally, there was high turnover in the marketing and sales departments of all of the business units, which impacted consistency and follow through.

SOLUTION: Attract multi-generational, new home buyers for vacation, active retirement, and, for the first time, families looking for a lifestyle. We created brand recognition where little existed—there had been no brand strategy or consistency across the business units, or even from year to year.

HOW WE DID IT: Refresh the brand. Refresh the tag. Identify traditional, electronic, and public relations media which target new audiences. The old tag line was “come for the day, stay for a lifetime,” which, unfortunately, sounded at best like an invitation to retire and do little—or at worst, come here to die! A very small but critical change spurred a successful difference: “come for the day, stay for the lifestyle.” We created brand consistency across all business units: real estate, golf, marina, restaurants, and hotel. We created several, integrated strategic marketing plan for print and digital, and PR.

RESULTS: The resort is now a recognizable brand among the audiences targeted. Within the first three months of RockFish's work, the client had a savings of \$7,200 in previous advertising costs. By the fifth month, the savings was \$13,000—or a total of \$20,000 saved. Three homes sold that had been in the client's inventory for five years. In September of 2013, as a result of RockFish's targeted ad campaign, the hotel had a record 43 bookings in the first two days and an additional 72 by the end of the month. RockFish created a partnership with a regional newspaper in conjunction with a local conference, creating a contest—which gave the client an additional \$13,000 in free advertising. RockFish created a VIP program for the golf course—that business unit is busier than ever in its history. As a result of all efforts, restaurant sales have also increased.

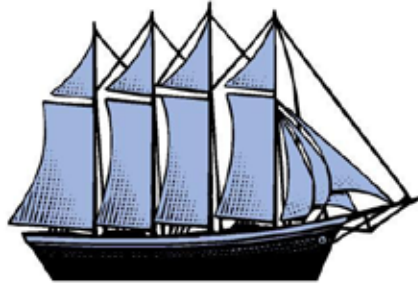
The numbers continue to improve in all business units, and the investors continue to break ground for more homes.

A community whose image nearly disappeared

The Resort at Port Ludlow

Before and After: Logo & Tagline

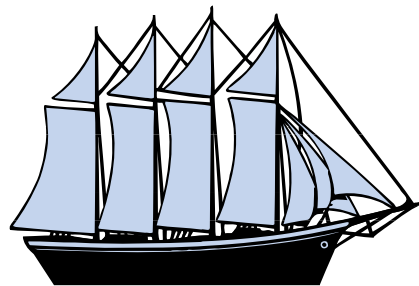
Before:



THE RESORT ~~AT~~ PORT LUDLOW

Come for the day, Stay for a lifetime

After:



THE RESORT AT

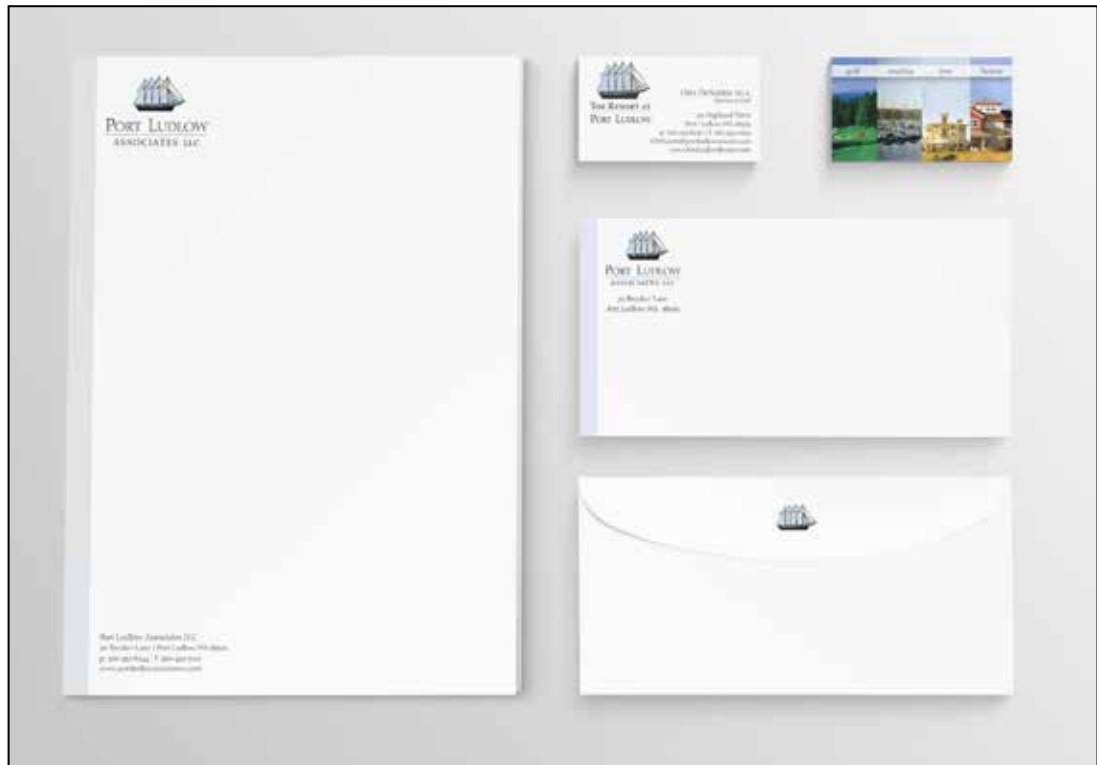
PORT LUDLOW

Come for the day, Stay for the lifestyle

A community whose image nearly disappeared

Resort at Port Ludlow Collateral & Visuals:

Letterhead,
Business
Cards,
Envelope:



Website:



A community whose image nearly disappeared

Resort at Port Ludlow Collateral & Visuals:

Before:



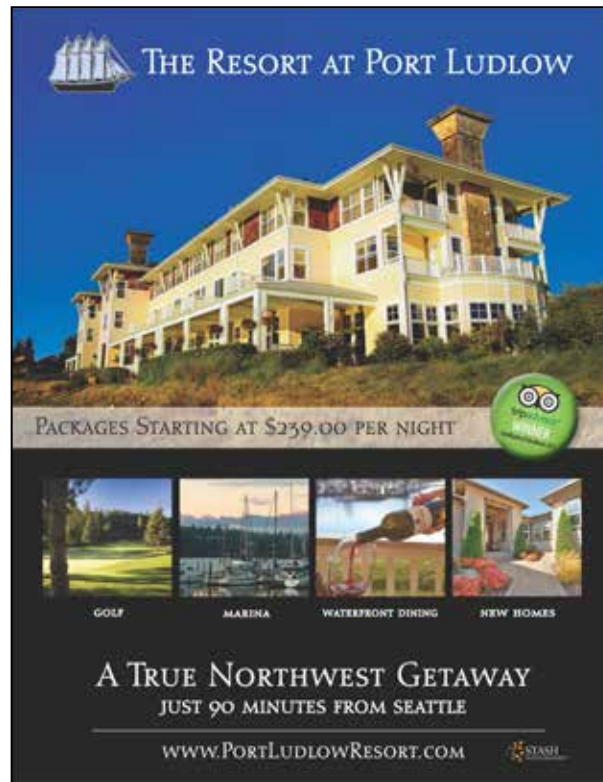
After:



A community whose image nearly disappeared

Resort at Port Ludlow Collateral & Visuals:

Ad



New
Development
Collateral



A community whose image nearly disappeared

Resort at Port Ludlow Collateral & Visuals:

Various Business Unit Ads



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PORT LUDLOW
golf marina. inn. home.

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"The RockFish Group is a local-based team with the understanding of the local market but the knowledge base and caliber of a metropolitan firm. They are highly competitive with Seattle firms but knowledgeable of the local market – they bridge that gap."

~ J.L., Director of Marketing,
Port Ludlow Associates

CREATIVE SERVICES: Miscellaneous Collateral & Visuals



CREATIVE SERVICES:

Miscellaneous Collateral & Visuals



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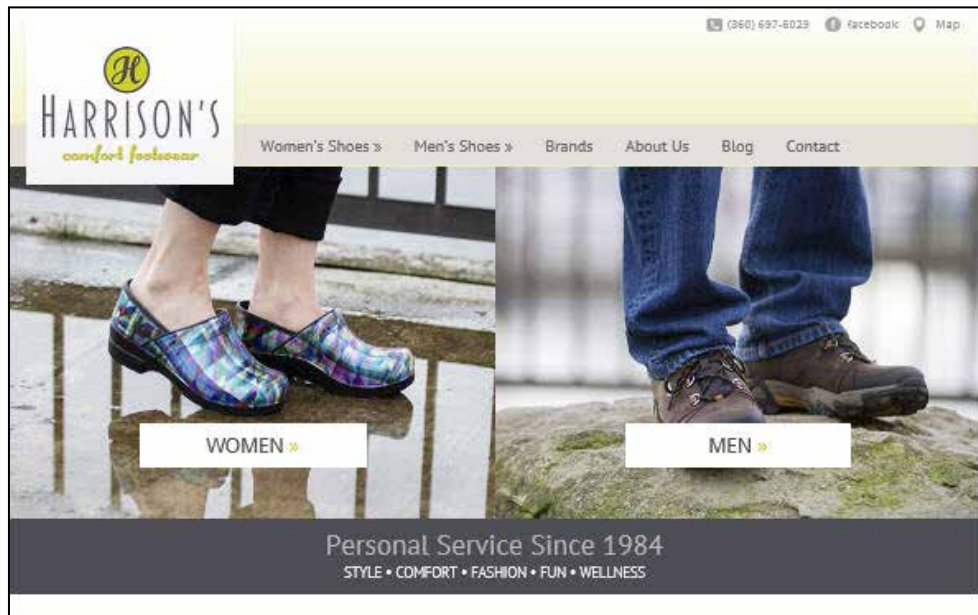
Large groups or small, we welcome them all. Reserve a room or a slip on www.findpoulso.com.

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CREATIVE SERVICES:

Miscellaneous Collateral & Visuals



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From our Poulsbo store in Kitsap County, WA we've served fashionistas, athletes, our community & podiatrists in Poulsbo for over 10 years.

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Saturday: 9:30-5:00
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360.697.6029

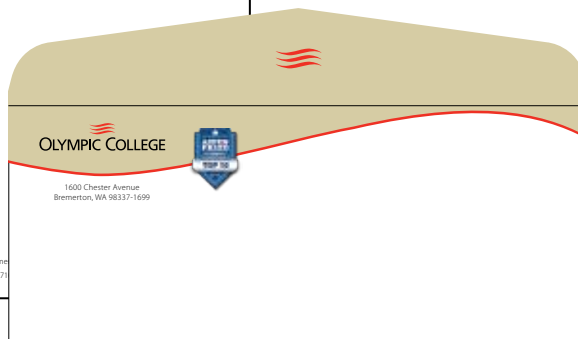
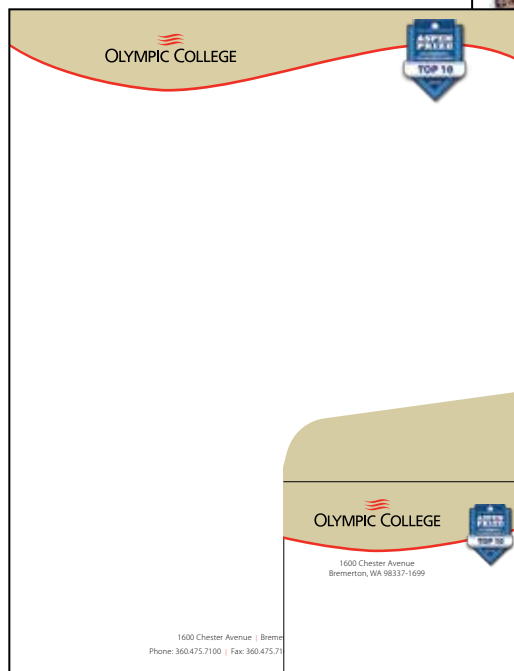
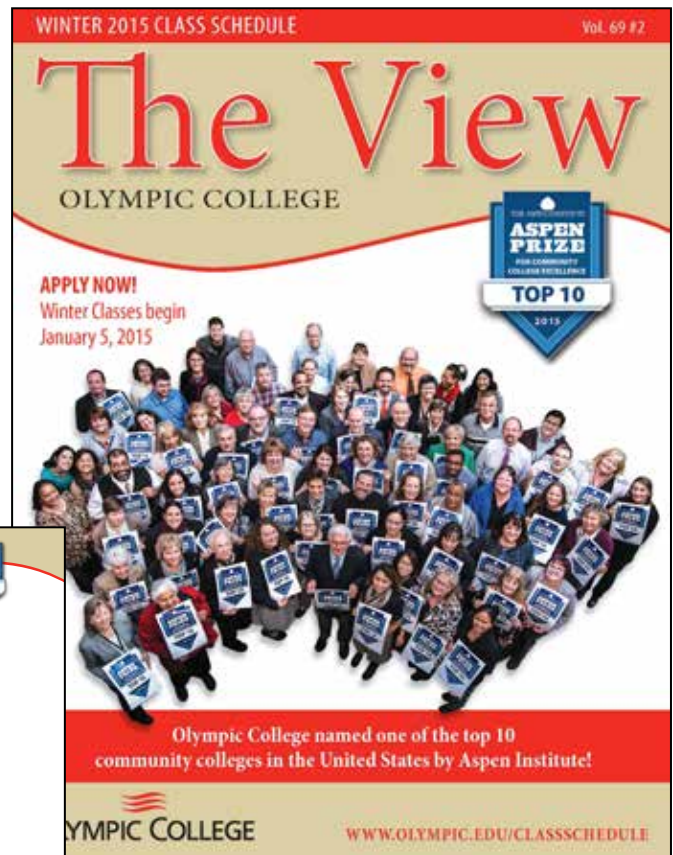
Poulsbo Village Center
19689 7th Ave NE, Ste 159, Poulsbo WA
Monday - Friday 9:30-6:00
Saturday 9:30-5:00
Sunday 11:00-5:00



NAOT

CREATIVE SERVICES:

Miscellaneous Collateral & Visuals



CREATIVE SERVICES:

Miscellaneous Collateral & Visuals



Historic Downtown Poulsbo Photo Contest



Whether you focus in with a Nikon D300 professional or just snap shots from your cell phone we want to see them! "Historic Downtown Poulsbo Photo Contest" focuses on the colorful, and fun atmosphere found in Historic Downtown Poulsbo.

Prizes will be awarded in two different categories and will be featured on the Historic Downtown Poulsbo Association's website as well as Facebook page.

General Downtown ~ Photos must be taken in Historic Downtown Poulsbo and should highlight the town with its vivid character.

People Enjoying a day in Poulsbo ~ Showcase visitors doing their thing - shopping, eating and having fun enjoying the town and all it has to offer.

Be a part of our "Historic Downtown Poulsbo Photo Contest". Previously taken photos of Poulsbo are welcome. Contest dates: 2/1/13 to 2/28/13

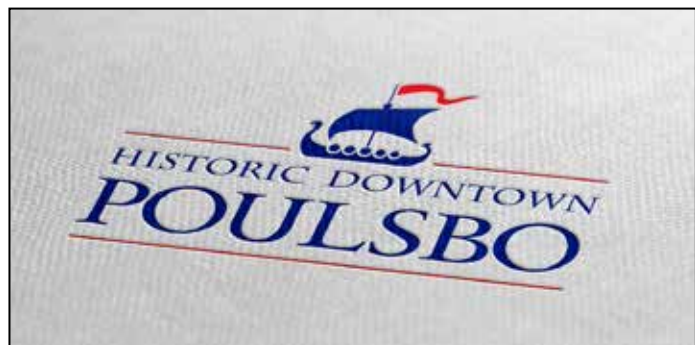


Visit: www.historicdowntownpoulsbo.com for more information.

Historic Downtown Poulsbo

Available Parking February 2013 during the Repaving Project

- ★ **Anderson Parkway, Waterfront Park Parking Lot:** Limited parking due to repaving. 50 parking spaces will be available.
- ★ **King Olaf Parking Lot:** Parking available in this lot located on Front Street.
- ★ **Front Street on Street Parking:** In front of Martha & Mary on one side of the street available.
- ★ **Old City Hall Parking Lot:** Parking available in front, behind and on the side Old City Hall.
- ★ **New City Hall:** Parking available in the under ground parking lot of the new City Hall on the corner of 3rd. Avenue. and NE Moe Street.
- ★ **NE Moe Street on Street Parking:** Parking along NE Moe Street available.
- ★ **3rd. Ave on Street Parking:** Parking along 3rd. Avenue NE available.
- ★ **Front Street on Street Parking:** Parking in front of shops on one side of the street available.
- ★ **Queen Sonja Parking Lot:** Parking available in this lot located off Front Street and Queen Sonja Vei.
- ★ **Old Police Department:** Parking available in this lot located off Front Street and across from 3rd. Avenue.



CREATIVE SERVICES: Miscellaneous Collateral & Visuals



PETS WALK

KITSAP HUMANE SOCIETY



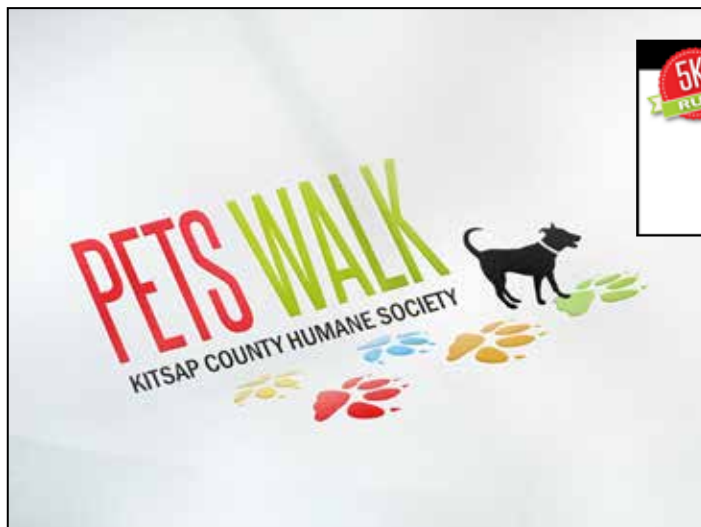
WHATEVER YOUR STYLE: SCAMPER SLITHER PITTER PATTERN SKIP SCUTTLE CREEP CRAWL GALLOP BOLT DART SCOOT SCURRY TROT ZIP AMBLE MARCH MEANDER PAD PARADE PRANCE PROMENADE RACE ROAM ROVE RUN SAUNTER SCUFF SHAMBLE SHUFFLE SLOG WALK STROLL STRUT TRAMP TREAD TREK TROOP OR TRUDGE, **ALL PROCEEDS FROM PETSWALK HELP HOMELESS ANIMALS AT THE HUMANE SOCIETY!**

July 12, 2014 • 9am to 1pm • Poulsbo
Pledge or donate online today at www.kitsap-humane.org

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REACH OUT: (360) 930-9892
Danny McEnerney,
Agency Operations & Partner



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