Brand Strategy for BIFROST by Techneaux

:OT Brand Outline

What is a Brand Strategy?

A brand strategy is the entire philosophy of a brand, not just how it looks but how it acts, feels, and interacts with its customers.

1. Attributes: what is our personality?
2. Differentiators: why should customers buy from us?
3. Value Proposition: what value do we promise to deliver our customers?

:OT

Brand Outline

What Comes Out of Brand Strategy?

These are the information sets we build to form our brand.

Internally Facing:
1. Client Personas
2. Competitive Positioning Analysis
   a. SWOT Analysis
   b. Brand Landscape
3. Personality/Voice/Tone

Externally Facing:
4. Visual Identity and Brand Usage
5. The Big Idea - our brand, expressed in:
   a. A phrase or sentence
   b. A paragraph
   c. A narrative

Customer Persona: Data Scientist

- Excels in analytics, accounting
- Has been in the oil and gas industry for most of his career
- Is responsible for analyzing data and creating reports for executives - in fact reports directly to the highest levels of leadership in his company
- Has a programming background, probably would build his own tech with a Raspberry Pi at home if he had the time
- Highly detail oriented, doesn't just want data but wants it accurate and precise
- Will spend hours tweaking an algorithm to output the right information

Colin, Age 42
BS in Data Science from Montana Tech
MBA from University of Denver

Customer Persona: SCADA Administrator

- Oversees data collection and analysis for a major corporation
- Has been working in SCADA analysis for over 10 years, managing for 8
- Is responsible for reporting data analytics to major C-level execs and shareholders
- Needs a product that requires very little oversight to collect data
- Needs a service to maintain analytics integrity and software integration
- Doesn't care how it works - just that it works
- Solution-oriented and laser-focused on company needs

Tom, Age 48
MS in Mathematics from University of Louisiana
BS in Mathematics from University of Louisiana

Competitive Landscape

BRANDS WE REVIEWED:

FINDINGS:

Across the board, we found that few of the brands had solid cohesive brand presentation. Canary presents best, with a simple, memorable logo and a succinct tagline ("The Data Historian That Never Cuts Corners"). OSIsoft presents a fair amount of quality, easy to digest copy, while the other three brands (Tiga, Qlik, Datagration) present copy that is clearly directed at a very particular customer set, but is not actually written to be understood by a broader audience. All of them present in the same way that most data science/artificial intelligence/machine learning/business intelligence firms do – lots of technical speak/techno-jargon, almost to the point of actually obfuscating what they do as opposed to clearly defining it. The opportunities to stand out in this brand landscape are plentiful - with a few exceptions, the bar in this industry is pretty low.

SWOT Analysis

STRENGTHS
- Staff with SCADA experience
- Relatability
- Flexibility to add bespoke components
- Technology/System Agnostic

WEAKNESSES
- Hybrid difficult to articulate
- Perception of company size
- Lack of Name Recognition

OPPORTUNITIES
- Colorful branding in drab industry
- No other ETF hybrid service/products
- Techneaux a trusted brand
- Data ownership

THREATS
- Brand personality not connecting with target
- Bespoke service becomes expensive with too many clients
- May be considered too niche for some markets

Attributes

HOW DO WE WANT TO MAKE PEOPLE FEEL?

Our **personality** is not just how we look, sound, and act, but most importantly, how we make someone feel when they encounter our brand.

Attributes

ATTRIBUTE	STATEMENT	BEHAVIOR	TONE OF VOICE	DESIGN PRINCIPLE
RELATABLE	We understand the issues facing our clients and strive to approach solutions that solve not only this problem, but the next one down the road.	We step into our clients' worlds to truly understand the pressures and concerns they face without presuming to know more than they do about their needs.	Straightforward, no bullshit	We invite interaction because hearing from our clients is vital.

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EXPERIENCED	We have been in the game for so long that our collective experience gives us the knowledge to work with even the most obscure and unique systems.	We're not afraid of difficult systems and challenging situations - we've probably been there before.	Knowledgeable, not "know-it-all"	Our experience gives us the opportunity to lay out multiple solutions and access a wide variety of tools in our "tool-belt."

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SOLUTION-ORIENTED	We are problem solvers, plain and simple. We never assign blame, instead focusing our efforts on finding answers.	We put all our efforts into solving our clients' problem and it make our top priority to proactively prevent foreseeable issues.	"How do we fix it?" Not "Who did it?"	We don't waste time and space on things that don't contribute towards the solution.

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SALT-OF-THE-EARTH	We are straightforward and hard-working. We understand our clients because we share a common background.	We never "talk down" to clients and are always true to our word.	Plain, folksy, not techy or overly wordy	We share a common background with our clients - and a common goal. We're in this together with our clients.

Differentiators

WHAT MAKES US UNIQUE?

Our differentiators help us understand **our place** in the market.

How do we position ourselves uniquely in the landscape of peers and competitors, and what are the key elements we hold sacred in defining who we are and will be?

Differentiators

DIFFERENTIATOR	STATEMENT	REASON TO BUY (RTB)
DATA QUALITY	Our experience in the field and relentless commitment to quality means that we are able to extract the highest quality and most accurate data available. When other competitors are still using sloppy and out-dated figures, we offer the best possible access to your data.	1. We offer the cleanest, highest quality access to your data for your analytics. 2. We provide the quickest "up-to-date" data to help you make the best decisions possible. 3. We have no middleman on the data - your data is yours without our interference or influence.

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TRANSPARENT/AGNOSTIC	We strive to offer the most transparent view of how your data is collected and stored. Your data is yours, and we don't keep any of it hostage. Our job is simply to get your information back into your own hands.	1. We don't care who we work with or what they use - we will make it work. 2. We don't keep your data hostage - your data belongs to you. 3. We don't put anything between you and the data your need to make strong business decisions.

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INTEGRATED SERVICE	We offer a hybrid, as opposed to either a product or a service. Our service is integrated right into the nature of our product, and our product is part of our service. We offer bespoke specialization in all cases where the software isn't ready to go "out-of-box."	1. We offer a hybrid of service and product - real human support for your customized software. 2. We are constantly researching and learning to make our service the most versatile possible. 3. We work hard to make sure you get your data - your problems are our problems. We're on-call to help.

Personality, Voice, Tone

HOW DO WE COMMUNICATE OUR PERSONALITY?

Voice is the **unique expression** of our brand. It conveys our personality to audiences through every piece of content we share.

Tone is how we use our voice in **different situations**. While our voice remains the same when communicating, our tone changes according to who we're talking to and what we're talking about.

Personality, Voice, Tone

PERSONALITY	VOICE	TONE
Relatable	Straightforward	Easy-Going
Experienced	Expert	Advisor/Mr. Fixit
Solution-Oriented	Troubleshooter	Helpful
Salt-of-the-Earth	Unpretentious	Plain, No BS
Transparent/Agnostic	Objective/Fair	Friendly

Value Proposition

WHAT BENEFIT DO WE OFFER OUR AUDIENCES?

Bifrost is a hybrid product/service to move and manage your data. Utilizing our expertise and strategic partnerships, Bifrost (and Techneaux) are here to guide your data back into your own control.

Brand Idea

WHAT'S OUR UNIQUE STORY?

When Techneaux applied its expertise to EFT technologies, we found the existing solutions were always missing something. When it came to products, we found that "out-of-the-box" solutions rarely work on cantankerous old SCADA systems. When it came to service, we found that too much time was wasted waiting and wishing for help.

So we made our own. Bifrost is a hybrid of product and service that takes your data out of the hands of big data hoarding corporations and puts it back into your hands. We built our application to accept modular commands so we can customize it for your needs. Our support team is 100% included in the license, so you never need to worry about additional costs when something goes wrong - just put our team to work.

TAGLINE

Your data. Our bridge.

Visual Identity

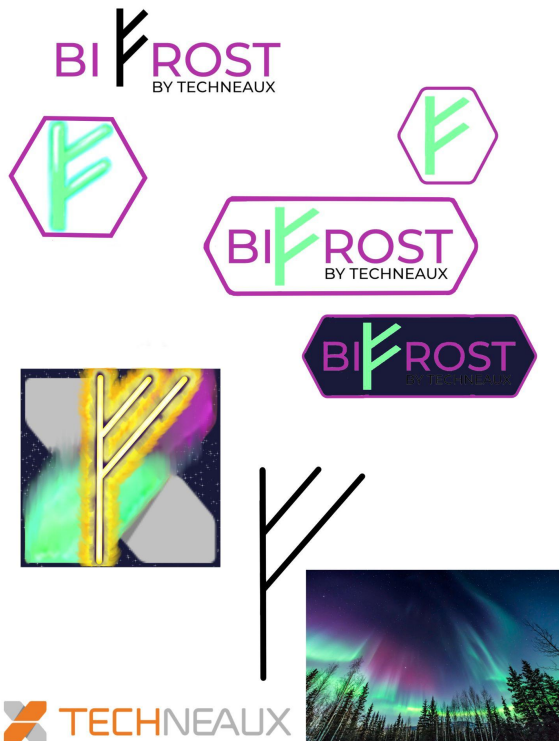HOW DO WE WANT TO EXPRESS THE BIFROST BRAND?

Our visual identity should create an **emotional impression**, inform audiences about the **brand nature** and services offered, and unify the different aspects of Bifrost through **consistent visuals**.

Visual Identity

LOGO CONCEPTS

COLORS
HEX: #7dfea1 RGB: 125/254/161
HEX: #255d80 RGB: 37/93/128
HEX: #b330a8 RGB: 179/48/168
HEX: #fffcdd RGB: 255/252/221

FONTS
Montserrat

Belleza
Eduardo Tunni
BIFROST

Bellota Text
Kemie Guaida
BIFROST

Text Me One
Julia Petretta
BIFROST

Nova Round
Wojciech Kalinowski
BIFROST

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Thank you.

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