



People don't connect with products, they
connect with stories & experiences.

what's your STORY?



BRIGETTE
BREITENBACH



What We Do

Corporate Identities

Graphic Design

Interactive Design

E-Marketing

Social Media

Public Relations

Interior Design Consulting

A BRAND IS THE FOUNDATION FOR EVERYTHING

Sets you apart • Gives you a voice • Creates the foundation for all marketing

All of which leads to consistency and makes you recognizable

what's your
STORY?















BRAND STORYTELLING IS...

- The reason why your company came to be
- What motivates your team to come to work everyday
- The customers who find value in working with and why
- A transparent view into the people behind the company
- A relationship-building tool
- Something that your entire team embraces

BRAND STORYTELLING ISN'T...

- A long-winded, 5-paragraph essay about your company
- A fragmented view into your company
- Something reserved for marketing only
- A tool to manipulate customers and prospects
- Boring
- Artsy

SMALL BUSINESS TODAY

- 667,000 new businesses started each year (1/3 will make it past 5 years)
- 25,000 new products introduced annually
- Consumers are exposed to 4,000 promotional messages each day
- Competition is fierce

YOUR STORY IS HOW YOU
DIFFERENTIATE YOURSELF



HOW TO FIND YOUR STORY

FOLLOW A BRANDING PROCESS

Discovery + Development + Implementation

WHERE DO YOU START?

WHERE DO YOU START?

Discovery

YOUR OWN DISCOVERY

- What is the reason your company came to be?

I STARTED HERE



YOUR OWN DISCOVERY

- What is the reason your company came to be?
- What is your corporate culture?

“A company culture that facilitates employee happiness means lower turnover and better company performance.”

If you know your corporate culture,
you will...

- Hire employees that fit.
- Have employees that know your values and mission.
- Work as a team and not a bunch of individuals.



YOUR OWN DISCOVERY

- What is the reason your company came to be?
- What is your corporate culture?
- Who is your target audience and why do they need you?

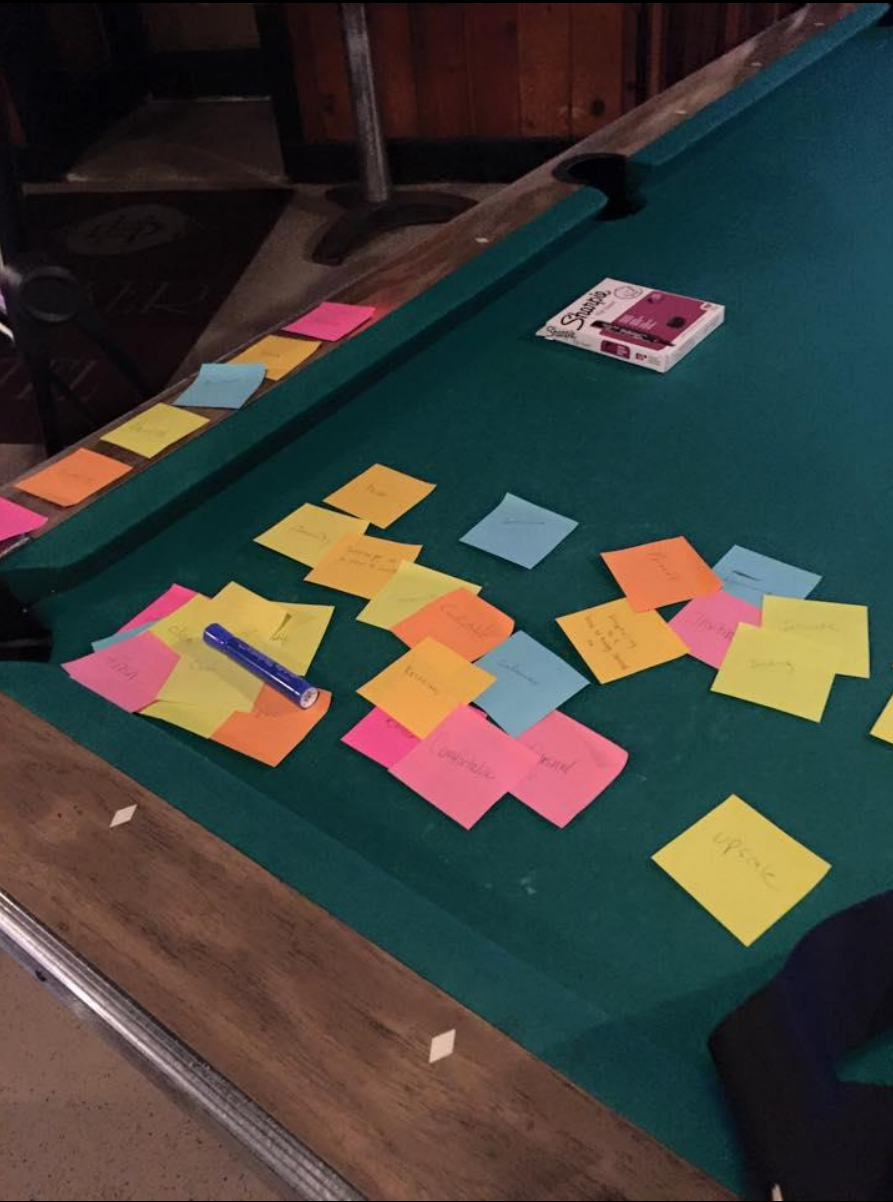
“Last year one million quarter-inch drill bits were sold – not because people wanted quarter-inch drill bits, but because they wanted quarter-inch holes.”

YOUR OWN DISCOVERY

- What is the reason your company came to be?
- What is your corporate culture?
- Who is your target audience and why do they need you?
- What do you stand for?

5 KEY WORDS

- These describe your culture, team and values
- They are your “litmus test”
- They are what you want others to say about you



BRAND STATEMENT

BRAND STATEMENT

YOUR ZAG....

“THE ONLY...”

WHAT	is your category?
HOW	are you different?
WHO	are your customers?
WHERE	are they located?
WHEN	do they need you?
WHY	are you important?

EXAMPLE: HARLEY-DAVISON

“ZAG” STATEMENT....

“THE ONLY...

WHAT	motorcycle manufacturer
HOW	that makes big, loud bikes
WHO	for macho guys
WHERE	throughout the world
WHEN	who want to join a group of enthusiasts
WHY	in an era of diminishing personal freedom



THE PERUVIAN.

Authentically Alta.

THE PERUVIAN IS

Authentic

Community

Traditional

Camaraderie

Pride

BRAND STATEMENT

The only European-style lodge that naturally defines the Alta vibe for the die-hard skiing enthusiast at the base of Alta Mountain who come together to share a passion in a time when real connections are rare.

CASE STUDY



THEIR STORY

- Founded to provide qualified general contracting services in a HUB Zone
- Family owned and operated
- Committed to growth through partnerships
- Added environmental after they saw a need
- People are what make KPH
- Their story was understood but never formalized or told

5 KEY WORDS

- Principled
- Resourceful
- Capable
- Partners
- Strong

BRAND STATEMENT

KPH Construction is the only full-service HUB Zone-certified general contractor to provide construction management, design/build and environmental services to public and private sector customers throughout the Midwest by building partnerships for mutual success.

STORY THROUGH GRAPHICS



Metal



Black



Green

STORY THROUGH VISUALS



BRAND MESSAGES



**ENTREPRENEURS
IN CONSTRUCTION.**

ABOUT US >



**BUILDING
ON
TRUSTED
PARTNERSHIPS.**

GOVERNMENT >



**WE BUILD
EXCITEMENT.**

HOSPITALITY >



**WE PLAN FOR
YOUR
SUCCESS.**

COMMERCIAL >

CONSISTENT BRANDING



STORY-DRIVEN ADS

SCREW IT

JUST CALL US
414.647.1530
kphconstruction.com



NEED TO NAIL IT?

CALL US | 414.647.1530 | kphconstruction.com



GETTING HAMMERED ON PRICE?

Time for a new partner | kphconstruction.com



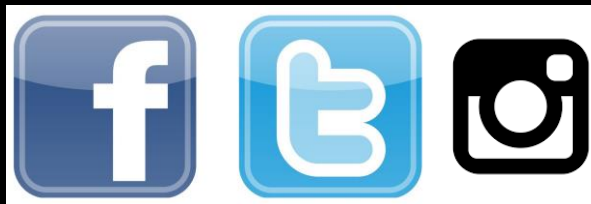
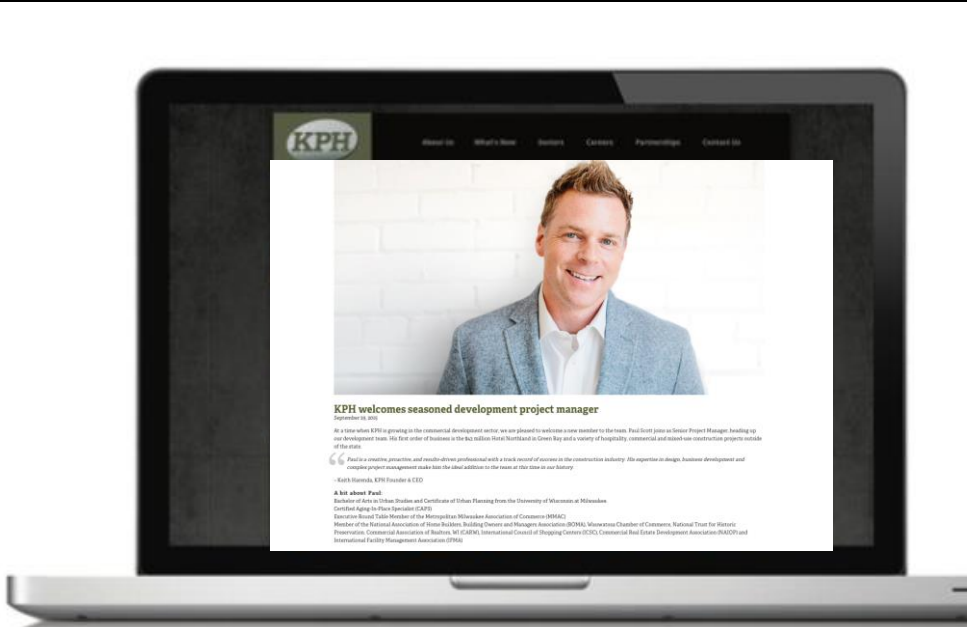
SICK OF IT?

**We're the prescription
for a better healthcare
contractor.**

kphenvironmental.com



SHARING STORIES



A LinkedIn profile page for KPH Construction, Corp. The header includes the LinkedIn logo, "PREMIUM" status, and a search bar. The main banner features the KPH logo and the tagline "WE BUILD PARTNERSHIPS." Below the banner is a dark bar with the text "GENERAL CONTRACTING • CONSTRUCTION MANAGEMENT • DESIGN & BUILD • ENVIRONMENTAL". The main text describes KPH Construction as a privately owned company providing comprehensive construction, environmental remediation, construction management and design/build services. It lists operating states: Wisconsin, Illinois, Michigan and Indiana. A "See more" link is visible. The "Recent Updates" section shows a post from "KPH Construction, Corp." dated September 16, 2016, with the text "Some terrific photos on our Pinterest page, many captured by Milwaukee-based photographer Matt Haas." Below the text is a photo of a construction worker and a link to "KPH Construction Projects" on Pinterest.

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- TELL how your company came to be

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- USE your story as a relationship-building tool

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- MAKE IT something your entire team embraces

YOUR TEAM
MUST ALL
BE ON BOARD



what's your
STORY?