

ONE SIXTY | NINETY

An Endeavor Company

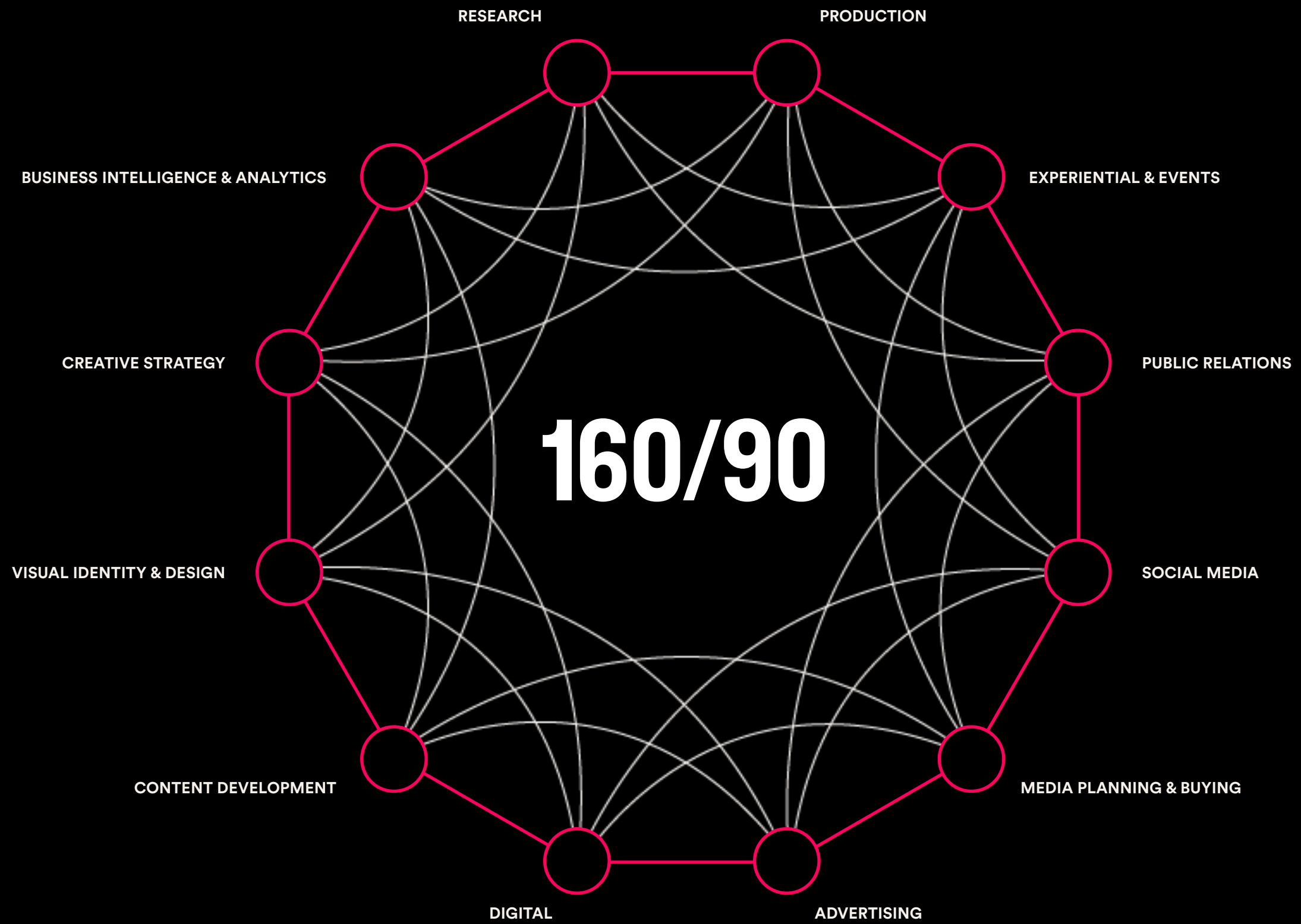
02.28.22

Blue Origin

Employee Brand Discussion

ONE SIXTY = NINETY

An Endeavor Company



Branding Approach →

1/3

**Brand is something you live,
not just communicate.**

2/3

**Effective recruitment campaigns
stem from a strong brand.**

3/3

**Consider how earned, owned and
paid media contribute to recruiting.**

Considerations →

**What is a
brand?**

It's not just a logo.

or a tagline.

or an advertisement.

**A brand is a cultural
perception that builds
bonds between customers
and companies.**

Think,

A brand is
what you—

Feel,

when you
observe it.

& Do

Awareness

Think,

I understand what
this brand represents.

Consideration

Feel,

I feel connected to
this brand emotionally.

Action

& Do

I feel compelled to act.

Magazines Netflix Hulu

Influencers Podcasts

Tik Tok Newspapers

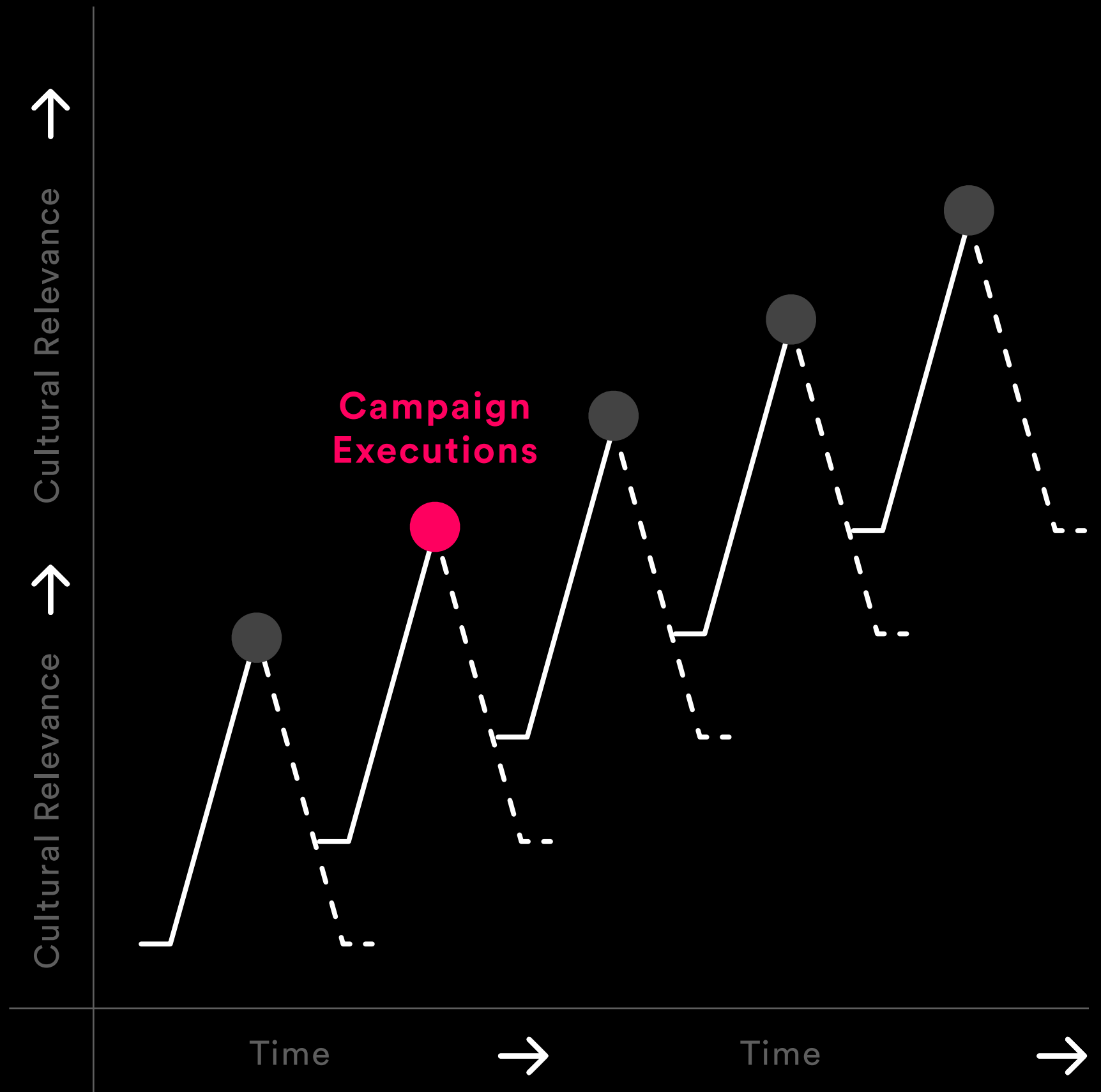
Instagram Amazon Prime

YouTube Facebook

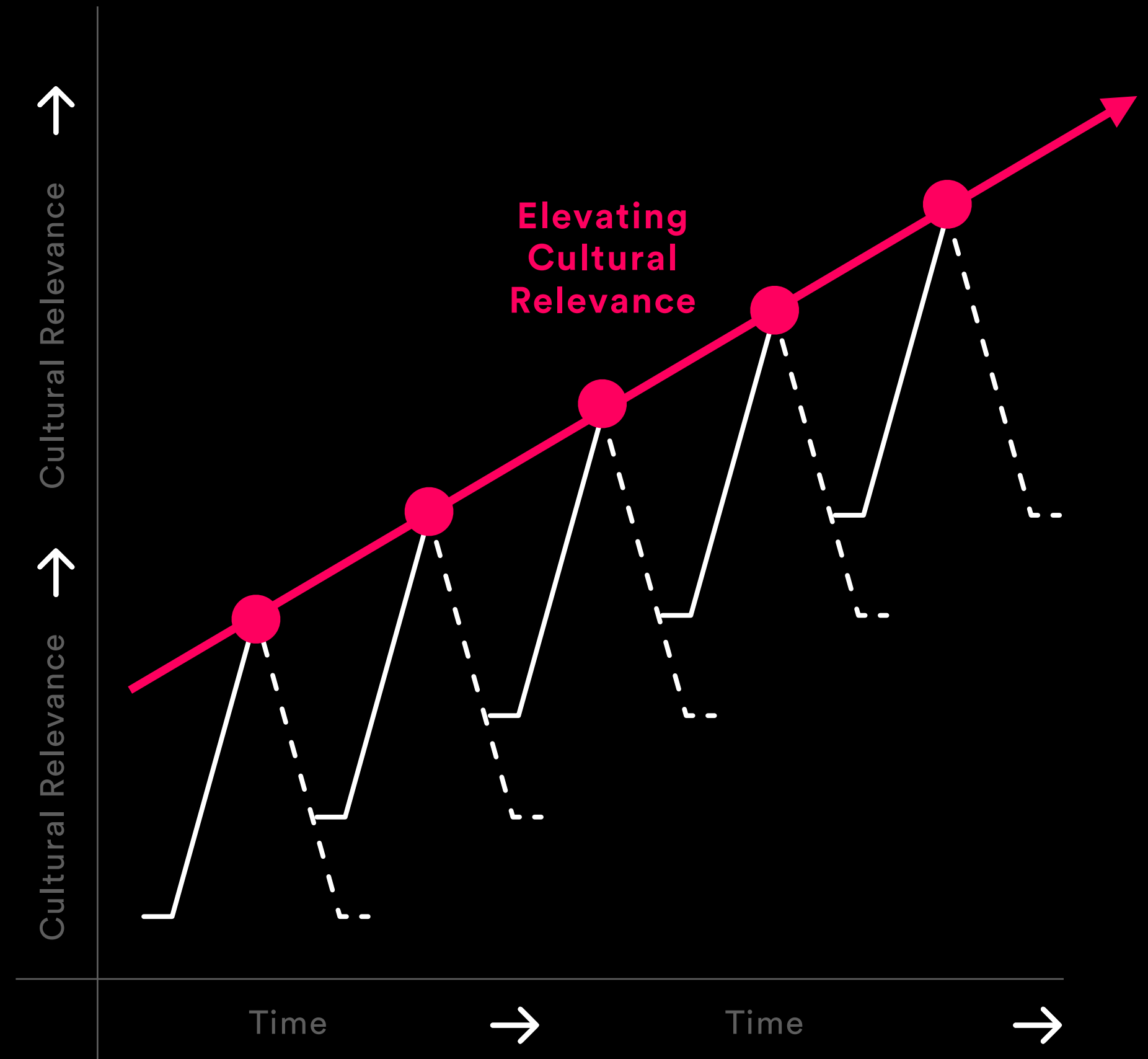
Twitter Snapchat

Why brand?

Other agencies think like this.



We can do that. **But we think of brands like this.**



Branding connects

every dot to build

toward the

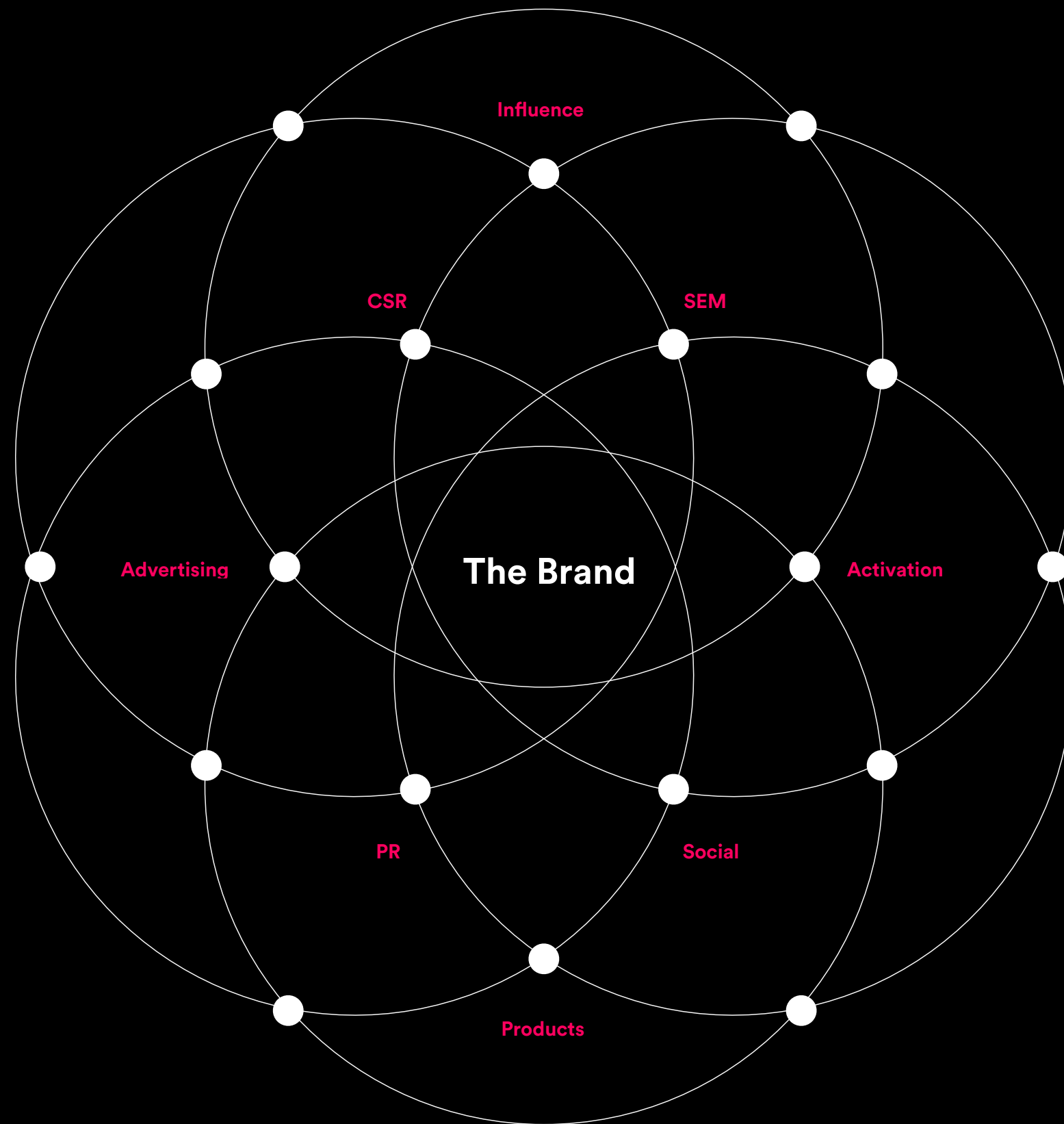
reputation the

company seeks.

**Brands aren't just built to
change consumers'
perceptions. They're built to
direct a company toward a
common set of goals.**

The point is not to
“make some thing
cool.” It’s to solve the
problem. **And to make
something cool.**

When everything is aligned, a story isn't just seen.



It's heard, felt, talked about, experienced on a deeper level than any campaign can ever provide.

Branding.



Recruiting.

Case Studies →



[Click Here For COVID-19 Update](#)



Power is a
DREAM-REALIZATION
Company

◀◀ IMPROVE YOUR HOME

ADVANCE YOUR CAREER ▶▶





WHATEVER YOUR VISION OF THE AMERICAN DREAM MAY BE, WORKING AT POWER ALLOWS YOU THE OPPORTUNITY TO TURN IT INTO REALITY.



We are a company dedicated to improvement, for our customers and ourselves. Within Power's positive and driven environment, you can build character, become a leader, and develop into the best person you can be. With the support of your fellow employees and belief in yourself, the American Dream of job, home, and family is within your grasp.




GIVE THE DREAM A WAKE UP CALL

You worked hard to get the perfect home, on the perfect block, in the perfect neighborhood to raise your perfect kids. This was your American Dream.

And it's your home's job to protect everything you've worked for. To welcome friends and make neighbors jealous. But the reality is—the curb just isn't as appealing as it used to be. The roof is sagging in places it's not supposed to. And the neighbors shouldn't be able to feel your AC from the driveway. At some point, the dream started to sleep on the job.

Power is here to help you wake it up.



YOUR CURB JUST GOT A LOT MORE APPEAL.

Remember when all your free time was fixed patching this, repainting that, or caulking until your hand was sore? The American Dream you worked so hard for was always just beyond your grasp. That was until you learned about Power Home Remodeling Group.

Now you just kick back, enjoy the sunshine, and snark in the stares of neighbors on their way to the home improvement store. Suddenly, you're not keeping up with the Joneses any more. The Joneses are keeping up with you.

GIVE THE DREAM A WAKE UP CALL.





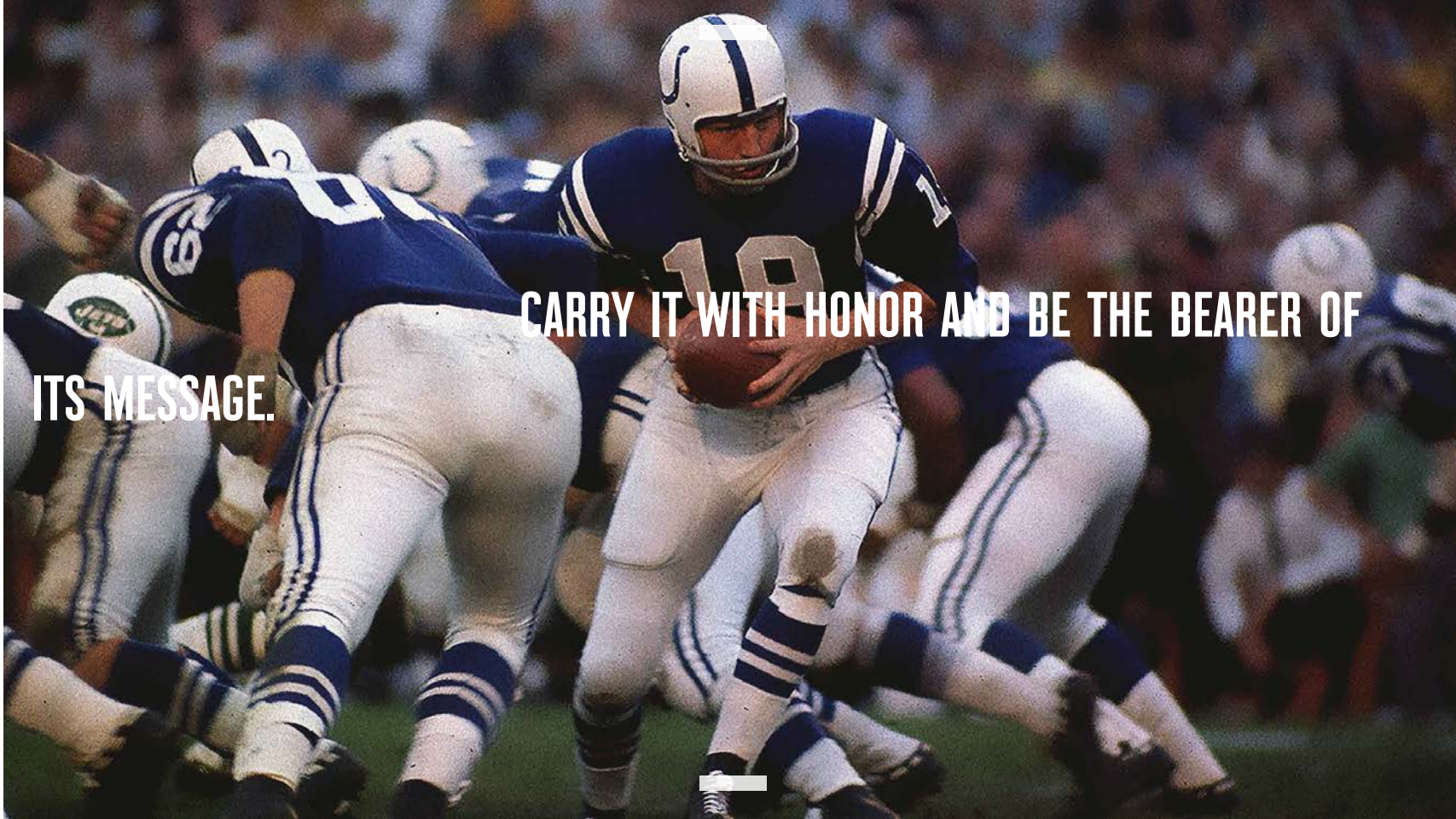
It begins with raw mettle. Flawed, without any true form. Then it's heated to its limit. Tested until red hot and ready to take shape. Just like the sacrifices we made to become one of the most storied franchises in history. And with every strike of the anvil, sparks fly shedding weakness and revealing true character. Just like every member of this team, the Shoe isn't made in a factory. It's molded by people, with care and tenacity. Polished by pressure and friction. It's forged. Like we are—from birth, through adversity, to greatness. The Shoe serves as not just a reflection of the hard working folks of Colts Nation, but as a challenge to uphold what we all stand for.

THESE ARE OUR VALUES, AND THIS IS OUR PROMISE...

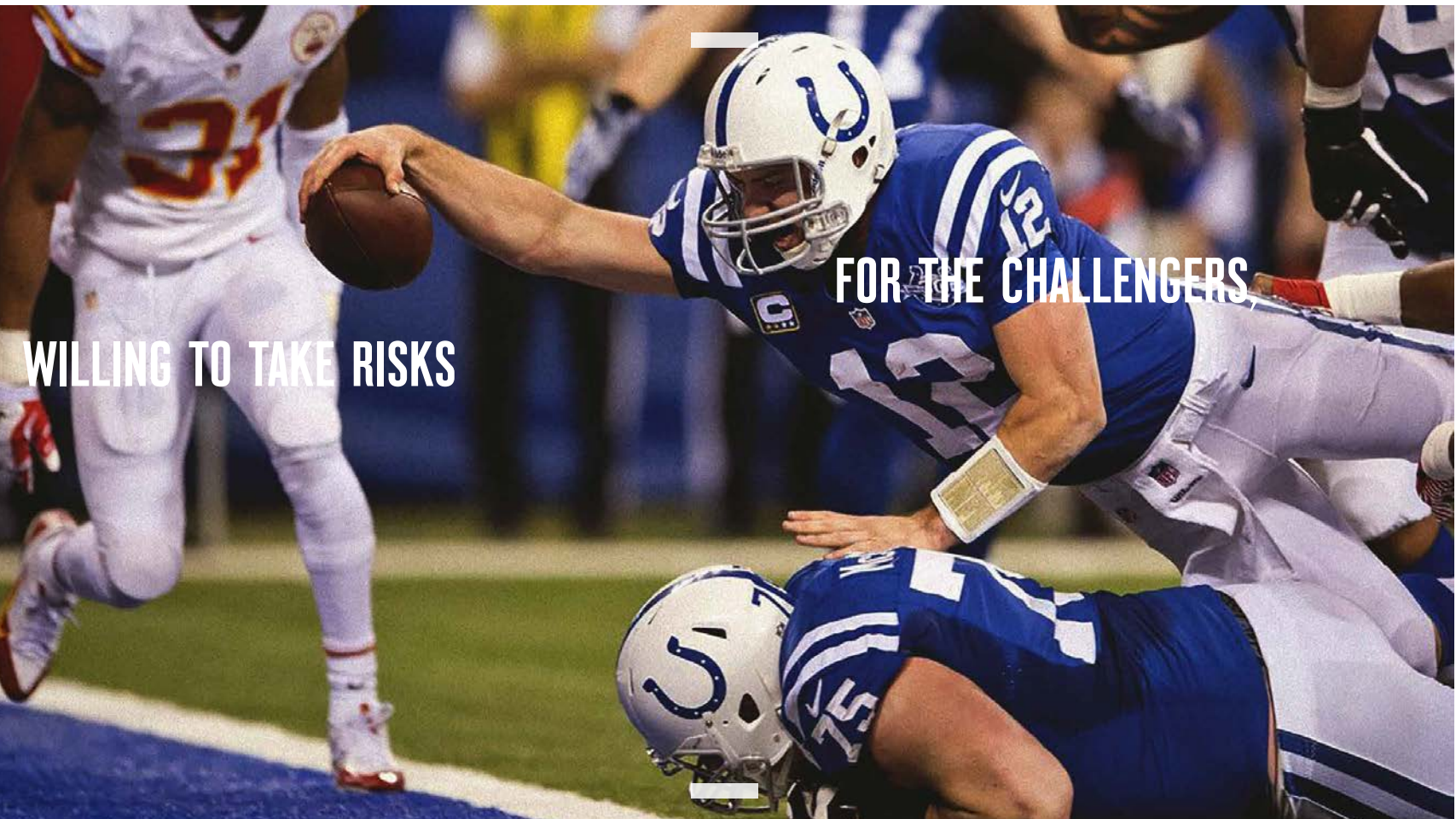


THE SHOE CHOOSES.

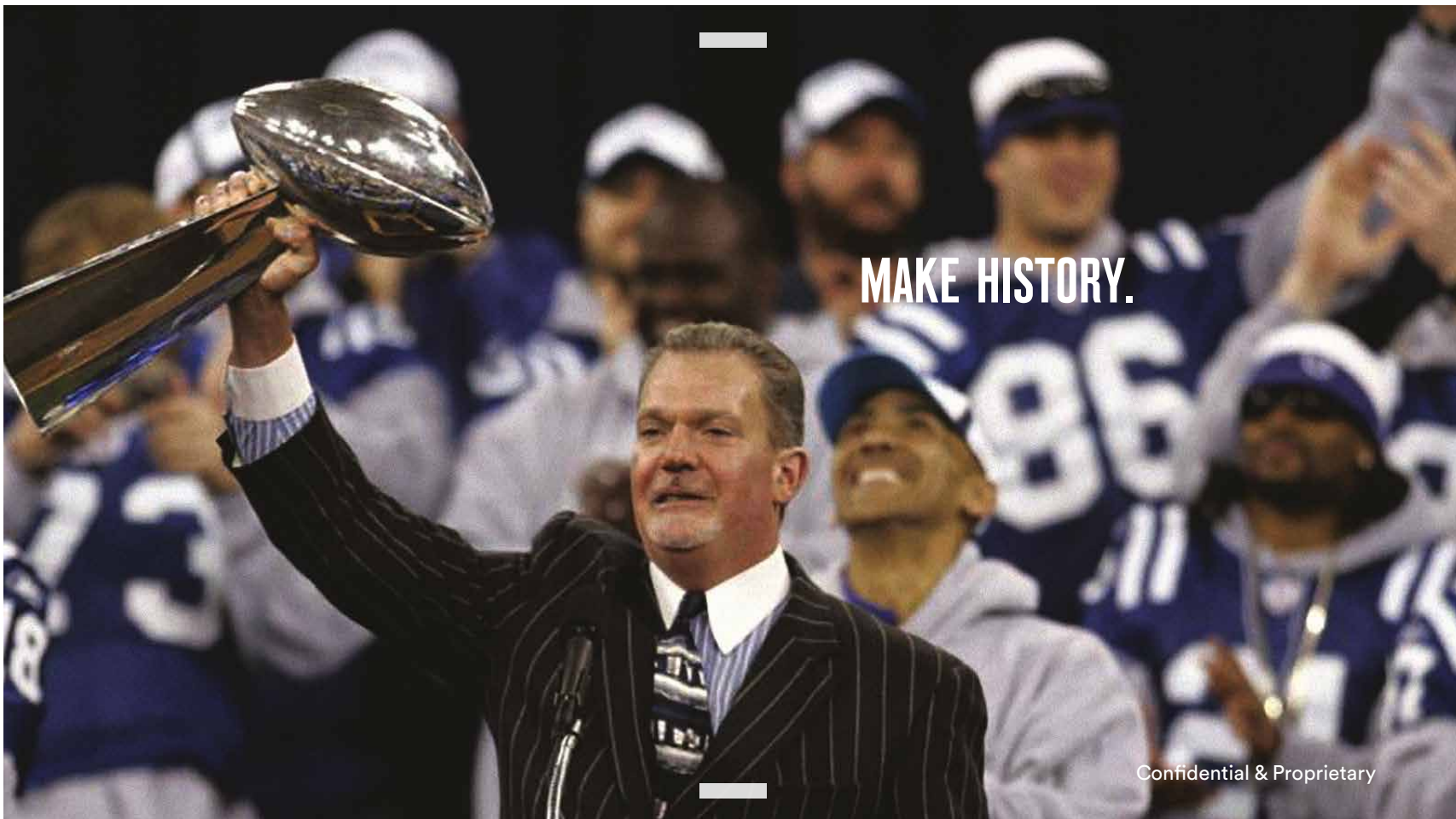
AND IT REJECTS THOSE WHO ONLY LOOK OUT FOR THEMSELVES. THE TOURISTS SPOUTING BUZZWORDS AND BUILDING WALLS AROUND THEIR ACCOMPLISHMENTS. THOSE WHO DON'T REFLECT THE HARD-WORKING, SELFLESS VALUES OF THE REGION WE SERVE. THOSE UNWILLING TO WORK HARD AND WORK TOGETHER TO MAKE SOMETHING BIGGER THAN THEMSELVES. IT REJECTS THOSE WHO THINK THIS ORGANIZATION IS JUST A NOTCH ON THE BELT. AND THOSE THAT REFUSE TO TRULY EARN RESPECT.



CARRY IT WITH HONOR AND BE THE BEARER OF ITS MESSAGE.

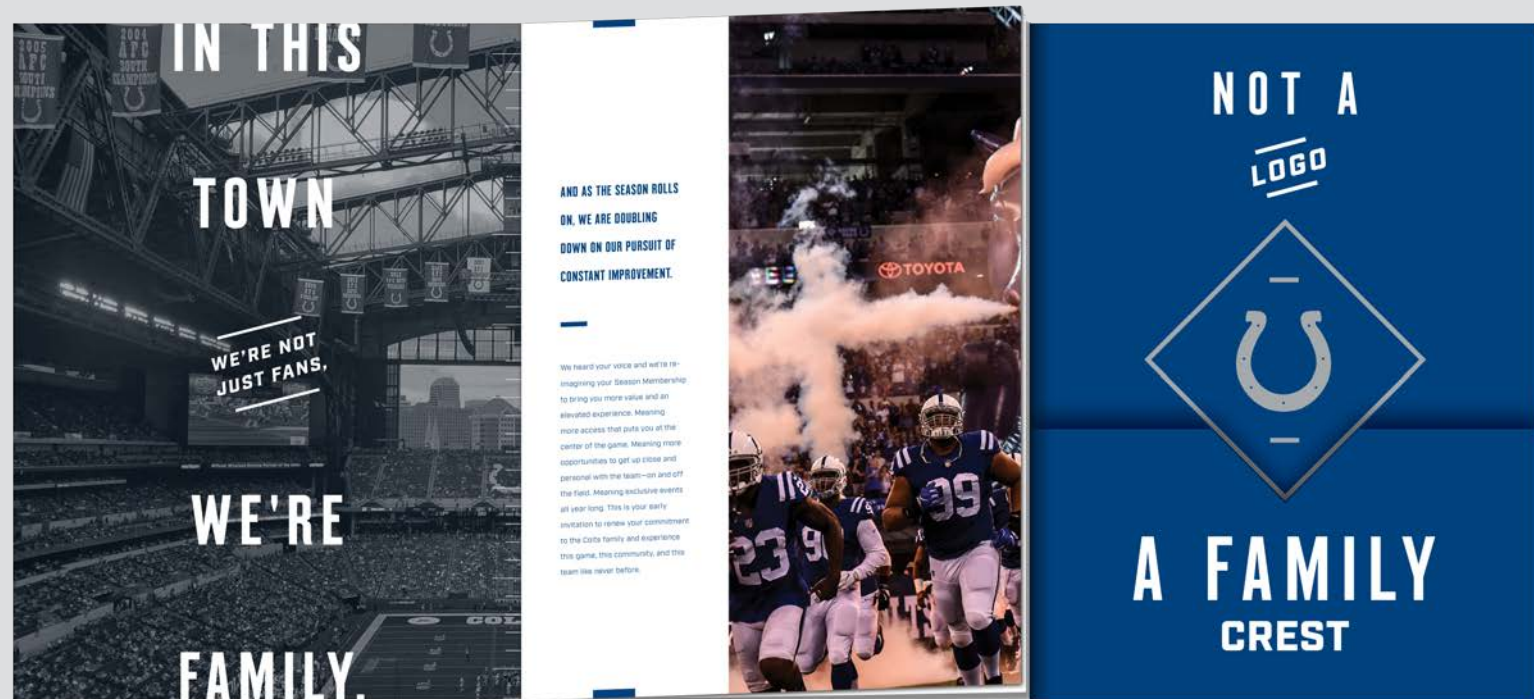


FOR THE CHALLENGERS,
WILLING TO TAKE RISKS



MAKE HISTORY.

WE'RE IN THE BUSINESS OF BUILDING PEOPLE. WE FORGE OUR TEAMMATES TO BE THE BEST THEY CAN, TO SERVE OTHERS THE BEST THEY CAN. IT'S NOT JUST ABOUT BEING GREAT, IT'S ABOUT CONTINUING TO POLISH AND HONE GREATNESS. BECAUSE AT THE END OF THE DAY, OUR PURPOSE IS TO SERVE AND INSPIRE THE GREAT PEOPLE OF COLTS NATION.

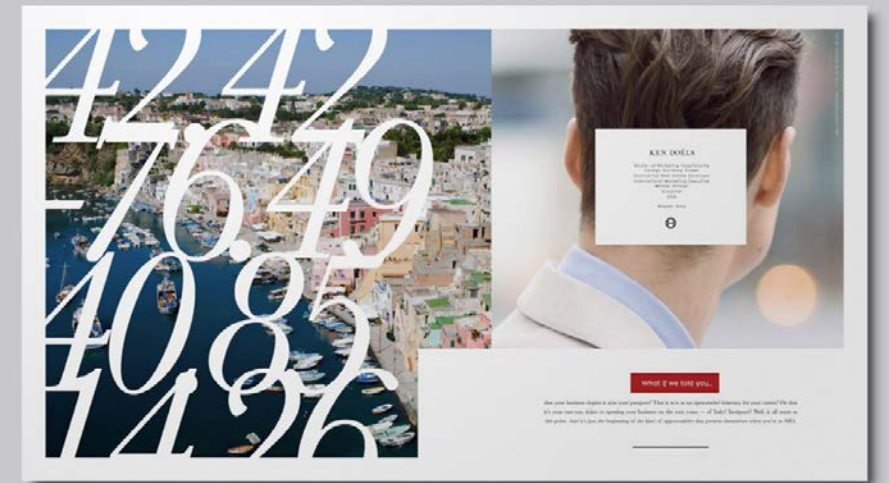








The Hotel School
Cornell
SC Johnson College of Business

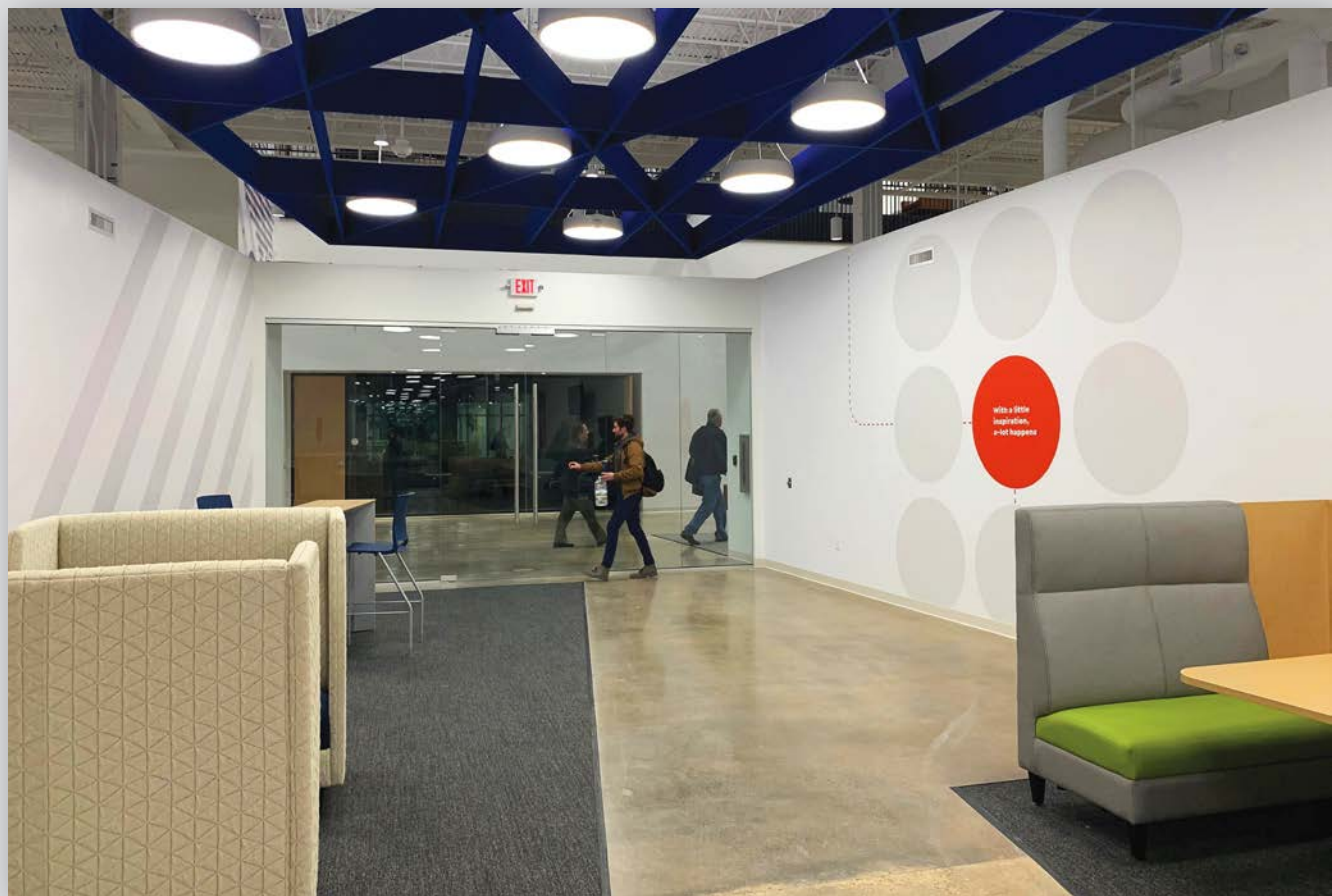






**A Little
Collaboration
Makes A Lot
of Difference.**

A Company
**Built On
Community**









THIS OFFSEASON
IT'S ON.



THIS OFFSEASON
IT'S ON.





ONE MORE

My drive for more is my wake up call. It's what gets me through tough sprints, final reps, and that 50th corner kick before breakfast. It shaves that millisecond off my personal best—expands the sweet spot on my bat, my range on the court, and the width of the 18th fairway. It makes grit grow and self-doubt shrink. And yet my drive is never satisfied. It keeps me humble because it knows I can always do better. And it won't let me coast through the final stretch, or settle for almost-perfect form. Because drive is never finished. **AND NEITHER AM I.**

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**THE
NEW SCHOOL**







Process →

1 DISCOVERY & ONBOARDING

Our collaborative process of uncovering your distinctive brand insights

Secondary Research

Discovery Questionnaire

Brand Audit & Analysis

Stakeholder Interviews & Story Mining

Landscape Assessment

2 STRATEGY & MESSAGING

Our strategic roadmap to breakthrough communications

Insights & Key Differentiators

Brand Purpose & Positioning

Creative Brief

Messaging Framework

Communications Plan

3 BRAND CONCEPT

The creative idea proved out in concept

Brand Platform

Proofs of Concept

Present & Socialize

Brand Guidelines, Toolkit

4 ACTIVATION

Bringing the concept to life to solve creative & business problems

Examples:

Print, Digital, & OOH

Social Media

TV & Radio

PR & Earned Media

Website Redesign

Partnerships & Sponsorships

It's actually sort of simple—

1 DISCOVERY
& ONBOARDING

**Learn it.
Live it.**

2 STRATEGY
& MESSAGING

**Diagnose.
Solve.**

3 BRAND
CONCEPT

**Inspire.
Build.**

Discussion →

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Thank you. 🙌