



# SOLVE FOR

The brand development program designed to reposition  
your company for next stage growth and profitability



We educate and empower second-stage businesses to make transformational branding decisions.

Our flagship program is our **Solve for Y** brand development program. We also support our clients with CMO-level strategic oversight, budget management, and marketing plan execution management.

# DOES THIS SOUND FAMILIAR?

- ▶ Your focus has shifted from topline revenue growth to profitability and long-term stability.
- ▶ Your vision for the future is not fully translating – internally or externally.
- ▶ It's become clear that your same old marketing tactics aren't working.
- ▶ You don't have a strategy to reach a new audience.
- ▶ Your customers are price sensitive even when you are offering a high-value solution.
- ▶ You have an executive board or other critical stakeholders invested in the status quo. You need to get them on board with your vision.

If these ring true, you've entered the second stage of your business lifecycle.

Second stage is  
**a unique phase of  
business growth,**  
in which...

- ▶ Business is stable, but the path to growth isn't clear.
- ▶ Challenges have become more complex and are no longer easily solved with old-fashioned hard work.
- ▶ Growth has plateaued, and there's uncertainty surrounding where to find next-level prospects.

But don't just take our word for it...

AN EFFECTIVE  
BRANDING CAMPAIGN  
CAN RESULT IN

**11X**

**DECREASE IN  
CUSTOMER PRICE  
SENSITIVITY.<sup>1</sup>**

Translation: A strong brand means  
your customer's trust and loyalty  
outweigh the price tag!

<sup>1</sup> IPA, "Marketing in the Era of Accountability Report," 07.



“Building an emotionally impactful and systematic brand was critical as we prepared to grow. Six-Point’s work has energized a core customer base of Hot Table brand loyalists, and it continues to strengthen our pitch to developers as we seek aggressive expansion in New England and beyond.”

John DeVoie  
President and Founder of Hot Table

Featured on  
40/40 List of  
**AMERICA’S  
HOTTEST FAST  
CASUALS**

**80%**

Increase in  
**customer loyalty  
program membership**

**2X**

Increase in **digital  
order volume**



“Thank you for all you have done to improve the branding of our company and products. The market response has been very favorable and we are moving forward with more purpose and confidence.”

Andrew Jones  
Threshold

Six-Point worked with a family business in its second generation to evaluate a new market entry. The opportunity was a much higher sales value, but required a new marketing strategy and new positioning to be successful. We helped develop a unified brand that spoke to the new customer *and* remained authentic to the company’s DNA. We also developed a communication strategy around the rebrand to help them avoid customer loss during the transition and launch the new brand with focus and energy.

**100%**

Number of employees surveyed reported that the new brand system **makes them more effective at their jobs**

**86%**

Number of employees who said it was **being implemented very consistently**

**72%**

Number of employees who said that **within nine months from launch**, the clarified brand was **already bringing the right opportunities to the company**



The Maine Community Bank Family

How do you merge two 100-year-old brands in a way that fosters internal unity, existing customer support, and new customer excitement?

With Solve for Y.

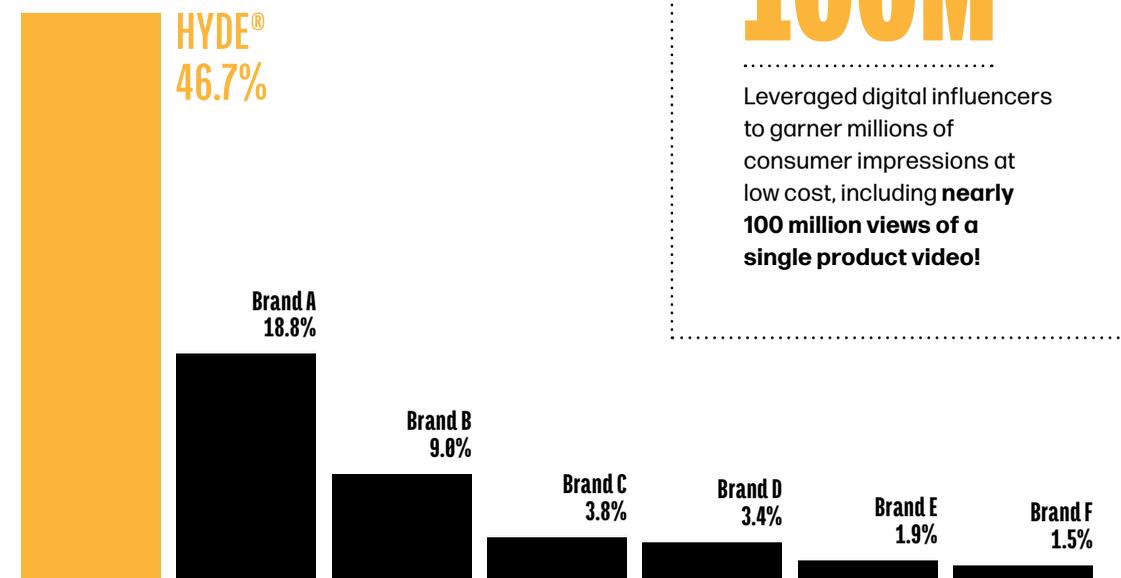
Our brand strategy for Maine Community Bank resulted in a unanimous vote of support from the board of directors and overwhelmingly positive feedback from customers at launch. We worked closely with the Maine Community Bank leadership and marketing teams to ensure that the strategy development process was respectful of the legacy brands but poised the company for future growth, and that the details of the merger announcement and brand rollout were quickly executed and well-coordinated.



For a better finish, start with HYDE.

Research studies show HYDE® as the leading brand in surface preparation hand tools.<sup>1</sup>

The HYDE® brand has more than doubled since 2001, giving us a two-to-one edge over any other brand of paint tools!



46.7%

The HYDE® brand share went from 26.7% to 46.7% in the initial three years

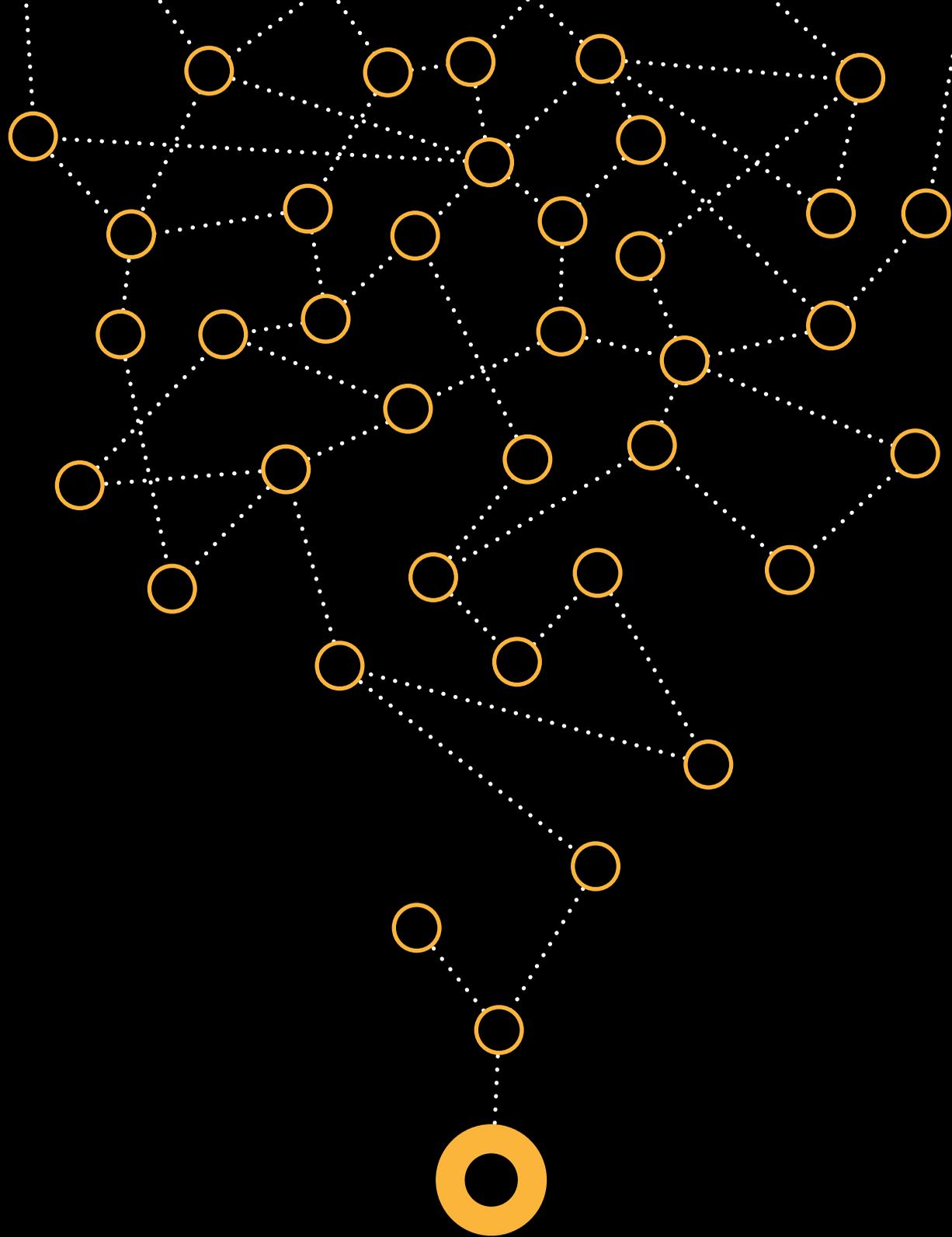
\$1M

Turned online direct-to-consumer sales into a new \$1M+ channel

100M

Leveraged digital influencers to garner millions of consumer impressions at low cost, including nearly 100 million views of a single product video!

<sup>1</sup>Results of independent research studies per PDRA Market Research.



THE  
PROCESS

# SOLVE FOR Y

**PROGRAM LENGTH**

5–9 months

**PRICING**

\$50k–\$100k

Our brand development process is designed to be:

- ▶ Efficient
- ▶ Problem-solving
- ▶ Forward-looking
- ▶ Educational
- ▶ Inclusive
- ▶ Clarifying

At a high level,  
these are the six  
building blocks behind

# SOLVE FOR Y

## The ideal client for this program:

- ▶ Has between 25-100 employees or \$20M and \$50M in revenue
- ▶ Is facing an inflection point such as a merger or acquisition, a new channel, new customer segment, or new market opportunity
- ▶ Is debating whether to hire a CMO for the first time or replace a VP of Marketing
- ▶ Can allocate 5%-12% of annual revenue toward marketing and branding efforts



## Education

- ▶ Rebrand and rollout best practices
- ▶ Leadership team workshop



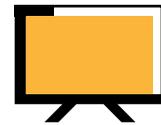
## Discovery

- ▶ Internal and external interviews and surveys
- ▶ Brand audit of current assets
- ▶ Industry market research
- ▶ Strategy session with CEO



## Findings Report

- ▶ Summary of patterns we heard in qualitative research
- ▶ Comparison to peer brands
- ▶ Recommended positioning strategy



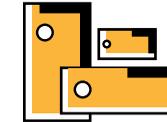
## Brand Presentation

- ▶ Conceptual brand identities
- ▶ Follow-up feedback session
- ▶ Support in presenting to leadership and/or board of directors



## Brand Guide & Rollout Plan

- ▶ Visual standards and common brand language
- ▶ Implementation tactics and communications strategy
- ▶ Delivery of brand assets
- ▶ Brand launch video and internal brand launch support



## Implementation

- ▶ Staged creative implementation
- ▶ Quarterly strategy meetings

**After Solve for Y:** Our clients continue to use Six-Point for ongoing execution management as their outsourced CMO and marketing department for creative, planning, consulting, and strategy services.

# SO, HOW DO WE FIT INTO **YOUR TEAM?**

The full set of skills most companies need for success look something like:



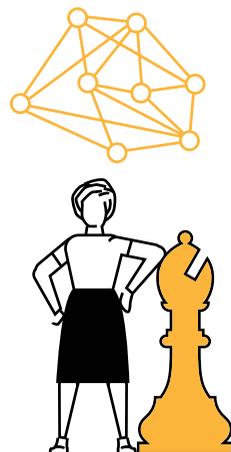
Graphic Design  
Content & Writing



Event Support  
Promotion



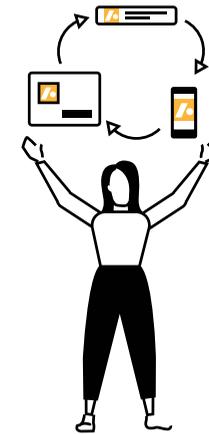
Social Media  
Digital Marketing



Marketing Strategy



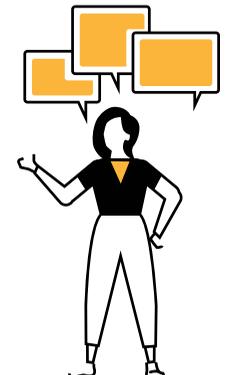
Reporting  
Sales Support



Media Buyers  
& Planners



SEO & Analytics



PR & Earned Media

You have a team with great people who are good at **getting a lot done**.

You are competing against companies who have **large expert teams assembled**.

# WE BRIDGE THE GAP.

Six-Point provides an innovative model that helps smaller companies punch above their weight. We augment your existing team, and provide connections to and strategic oversight for expert execution resources.

## Six-Point Strategic Oversight

- Positioning strategy
- Brand management
- Marketing budgets
- Media planning
- Data analysis
- Reporting to leadership

## Six-Point Managed Execution Services

- SEO
- Digital ads
- Photography
- Packaging design
- Ad concept design
- Content writing
- Sales presentations
- Video production

## Your Team

- Updates to templates
- Social media posting
- Sales tool customization
- Production design
- Website updates

# WE ANSWER THE QUESTIONS THAT KEEP YOU UP AT NIGHT.

So you can make  
smarter, faster,  
better decisions  
for your brand.

## YOUR BRAND

- ▶ How do we rebrand or reposition our brand without alienating current customers?
- ▶ Should we develop a sub-brand?
- ▶ How do we launch a private label brand?
- ▶ How far can we extend our brand?

## YOUR MARKET

- ▶ Is this a viable market for us?
- ▶ How do we enter this new market and compete effectively?
- ▶ Does this brand have value to our target market?

## YOUR CUSTOMERS

- ▶ How can we increase the price our customers are willing to pay?
- ▶ What else will our customers buy from us?
- ▶ How do we create an impactful customer experience?

## YOUR POSITIONING

- ▶ What is our brand structure after this merger/acquisition?
- ▶ How do we position ourselves to challenge a market leader?
- ▶ How do we compete with online retailers or leverage exposure on Amazon?

READY TO  
START LAYING  
**PURPOSEFUL,  
RESULTS-DRIVEN  
GROUNDWORK**

FOR YOUR SECOND  
STAGE OF GROWTH?

Schedule a discovery session at: [sixpointcreative.com/nextstep](https://sixpointcreative.com/nextstep)

Challenge the  
goliaths.

Six-Point will provide you with the experience  
and expertise to make smarter, faster, better  
positioning decisions that drive growth.



[sixpointcreative.com](http://sixpointcreative.com)