

The Importance of Brand, Messaging and Go-to-Market Strategies

A CLEANTECH IMPERATIVE:  
STRONG BRANDS ENABLE MARKET SUCCESS

Top Ten Clean Technology Predictions for 2010



Predication No. 7: Marketing Suddenly Matters

*“Marketing will take on an increasingly important role in cleantech in 2010. It’s going to be important to be able to articulate certain clean technologies’ propositions and differentiation, to consumer or enterprise buyers alike, and telegraph them in shorthand in a brand that stands for something in the mind of the prospect.”*

NICHOLAS PARKER, EXECUTIVE CHAIRMAN, CLEANTECH GROUP

BUSINESS OPPORTUNITY

As the cleantech industry matures, **brands will be essential to leverage and attract prospects, investors, talent, and potential acquirers.** When developed properly, brands can effectively stave off competitors by being a ‘barrier-to-entry.’ Businesses who develop and leverage their brands early will have the market presence to be the perceived leaders.

BUSINESS CHALLENGE

**The best brands articulate the value they provide a client or a consumer and how their company is different than the competition.** This means a business must be clear about: who they are, what they do, and how they do it better than their competitors. With this message platform in place, a strong business brand then needs to consistently deploy it in all sales and marketing channels.

## Client Snapshot

EXPERTISE IN BUSINESS-TO-BUSINESS SERVICES AND TECHNOLOGY-BACKED COMPANIES



The following logos are displayed within the client snapshot grid:

- accenture
- COLLIERS INTERNATIONAL
- CardinalHealth
- FANDANGO
- Fidelity Investments
- DOW JONES  
Leading Business  
Moving Markets
- CoADVANTAGE®  
Resources for Humans. Solutions for Business.™
- ACCOMPLI SM  
VISIONS REALIZED™
- daversa partners
- openbook
- NEWROADS
- FORTHRIGHT  
CLAIMS REENGINEERED
- ACCOLADE  
Your Personal Health Assistant
- MERCER  
MARSH MERCER KROLL  
GUY CARPENTER OLIVER WYMAN
- Hewitt
- pinstripe®  
TALENT IN SIGHT
- sixthgear™  
Built for Dealers and Drivers™
- Equitant  
Capital in Motion
- EXULT  
Process Excellence, Proven Results
- SYKES®
- Arise  
Work, Life, Freedom, Results.
- TRO Jung | Brannen
- MMS  
The Complete Cycle of Care
- FORTENT  
KNOW MORE, RISK LESS
- STRAIGHTSOURCE  
Building Great Places to Work
- ALPHASTAFF  
Simplifying Business, Benefiting People
- Rideau
- AXIANT  
Powering Legal Collections
- QuickstartGlobal™
- advantec  
Your People. Our Focus.
- TRIANGLE SERVICES
- SUTHERLAND  
GLOBAL SERVICES
- zimmerman  
Your margin. Our mission.
- Syven
- TeleTech.
- WNS  
Extending Your Enterprise

“Despite our complex offerings, The Delve Group inherently understands the intricacies of our business and our specialized market. They integrated this knowledge with our culture to truly create a brand that gives us a platform for continued strong growth.”

ED BAUM, CMO, FORTENT, INC.

## A Cleantech Imperative:

### BUILD BUSINESS BRANDS TO DELIVER MARKET SUCCESS

**Brand Development *is* Business Development.** Brands can be self-fulfilling prophecies. As the next few years unfold in the cleantech sector, today's market leaders will become stronger and increase their market share or they will be usurped by other emerging businesses who leverage their brand as an asset and sales accelerator to grow their businesses.

Whether deliberately developed or not, your brand will become known. The question is whether you will control your positioning and differentiation – or if the market, or your competition will do it for you. As the cleantech industry matures three primary marketplace dynamics are driving the need for more compelling and differentiated brands:

1. The maturity of the sector in general, and both public and private investment interest and activity,
2. A growing number of competitors vying for the same clients/prospects, and
3. An emergence of commoditized products and ballooning inventories.

As cleantech companies continue to grow, business dynamics will change and organizations will seek opportunities to evolve organically or by acquisition. Either way, being clear and consistent about who you are, how you add value, and how your business is different from your competition will serve most, if not all, of your goals and objectives.

By developing a unique message platform, compelling visual presence, consistent sales and marketing outreach, and deploying it strategically to enterprise buyers or consumers, you will create an effective 'barrier-to-entry' for your competitors. This leverage will give your business more time to increase awareness, grow sales, acquire greater talent, and attract investors and/or financing. This foundation can make a difference between marketplace winners and losers.



At Delve, we are committed to doing one thing very well – building business brands that deliver market success. Our business-to-business focus and talented team of strategic and creative thinkers have been instrumental in helping our clients achieve their goals.

Most often, our client engagements involve some or all of four areas:

- Naming, Messaging, and Marketplace Positioning – Articulating how to clearly differentiate your business from your competitors and ensure your sales and marketing teams are using the same platform
- Visual Brand Development – Developing a fresh and unique look & feel to reflect the new messaging and to engage new prospects, employees, investors and others
- Core Sales and Marketing Tools – Creating the best sales and marketing tools for your business to leverage consistently
- Go-to-Market Planning – Determining how to best deploy the new messaging, brand presence, and tools to increase sales, grow your geographic footprint, offer new services, and more



The Delve Group, Inc.

## Brand Development is Business Development<sup>SM</sup>

The Delve Group builds business brands that deliver market success. Our success is measured by advancing the enterprise value of our client's businesses.

Our methodology is guided by delving deep into our client's businesses, industries, and competitive landscapes in order to gather a strategic understanding of where they've been, where they want to go, and ensuring we find the best path to get them there.



### DISCOVER:

- Discover Workshop
- Internal & External Interviews
- Competitive Analysis
- Communications Audit
- Brand Findings Report
- Brand Strategy

### CREATE:

- Name & Tagline Development
- Brand Architecture
- Message & Positioning Platform
- Thought Leadership & PR Strategy
- Corporate Identity & Business System
- Differentiating Look & Feel
- Internal Communications Strategy

### DEPLOY:

- Sales & Marketing Tools
- Website Development
- Event Strategy & Materials
- Advertising & Media Campaigns
- Thought Leadership Development
- Brand Loyalty Materials
- Interactive Media Execution

### LAUNCH:

- Brand Launch Strategy
- Launch Announcement (Internal/External)
- Brand Promotion Creation
- Event Support & Brand Unveiling
- Client Outreach
- Media and Public Relations

### MANAGE:

- Brand Standards
- Demand Generation Activities
- Ongoing Support & Guidance
- Outsourced Marketing Services
- Ongoing Public Relations

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