

A vertical rocket launch is centered in the image. The rocket's nozzle is at the bottom, emitting a bright, intense white and yellow flame that tapers upwards. The base of the launch is surrounded by large, billowing clouds of orange and red smoke. In the background, a large, dark blue planet with visible surface details occupies the upper half of the frame. The sky is a deep black, filled with numerous small, distant stars.

TM
ignite

Start something big.



Ignite™

Your Business

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Start something big.

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1.0 Overview

1.1 Welcome

Yes!

You've taken an important strategic step for your business, and we're excited to be working with you. The Ignite™ process will get us off to a collective great start.

Hallaron works with clients of all sizes and at all stages: start-ups, mom and pops, megacorporations, local companies, and global enterprises. Some have their own in-house marketing teams, and others may only have a marketing manager wearing too many hats. Some have experience working with agencies like ours. For others, this is a new experience.

Despite these differences, our clients share several things. They all have a desire to be more successful with their marketing and advertising, to see their business grow under their leadership and to enjoy whatever vision of success they have for their company, employees and stakeholders.

Welcome. Let's get to it.

1.2 What is Ignite™?

Ignite™ is a methodology – a way of thinking. It means that we never stop asking questions and searching for ways to improve your brand, your marketing and your advertising. Even after the initial re-brand or campaign development is completed, the Ignite™ process continues as we evaluate the effects of our work. It requires an open, honest, close working relationship with our clients. Since we are always analyzing and critiquing your marketing, we must be open-minded about what works and what doesn't. We're not afraid to celebrate highlights or learn from lowlights.

Ignite™ is a partnership, and you will work even harder than before. You and your brand or company are at the center of Ignite™.

While Hallaron cannot be everything to everybody, we can be a great partner to companies that are a good fit. But makes a "good fit"? Simple: We see eye to eye on core beliefs.

Who Can Use Ignite™

1



Startups and new companies

2



Growing companies expanding quickly

3



Established companies who need to redefine their competitive edge

1.3 Our Beliefs

Successful brands have the power to make people's lives better. They solve problems and earn a reputation for reliability and truth. Great brands with great advertising are built on big, bold and oftentimes simple ideas.

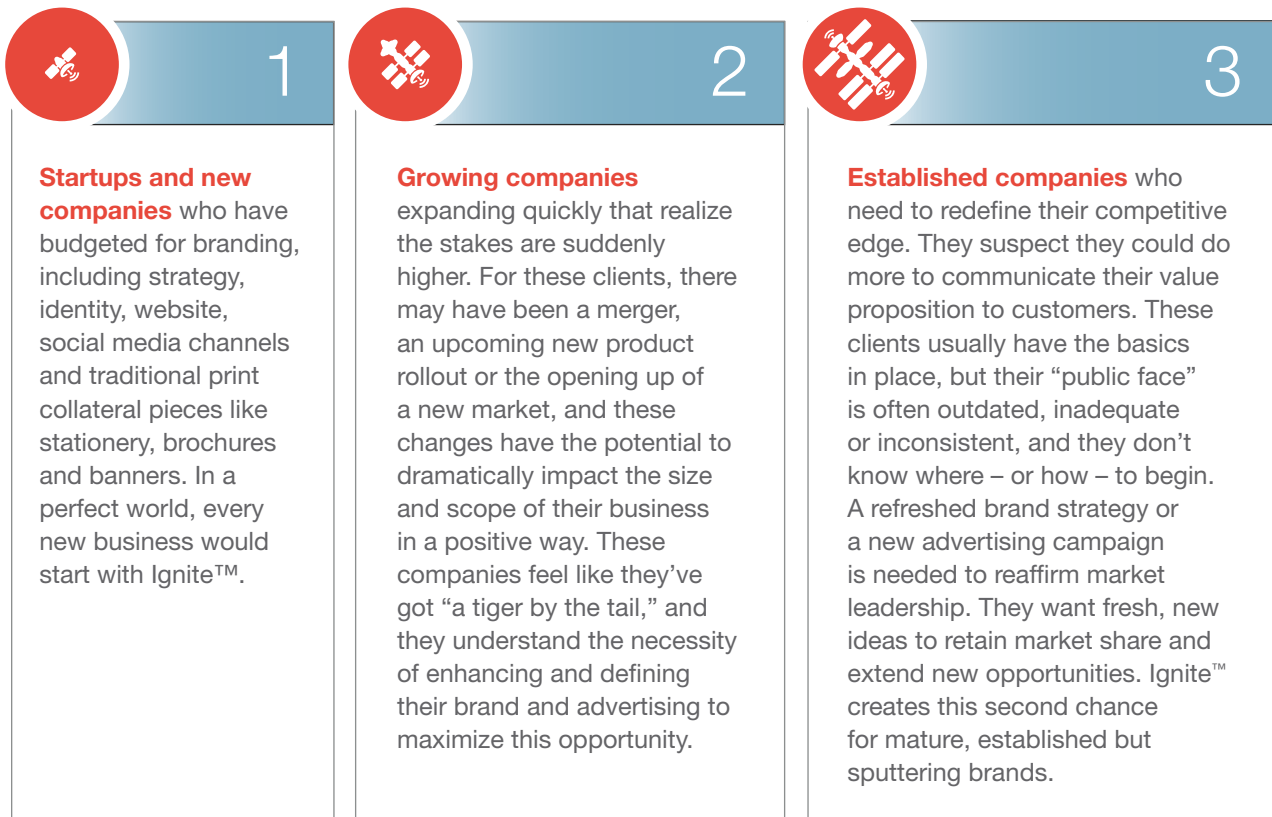
Everyone from Aristotle to Zig Ziglar has pointed out that reason, facts and figures are not enough to communicate ideas. For the greatest impact, you need to connect with your customer on an emotional level. The best advertising moves people. Laugh or cry, the feelings they experience help them remember your ad and your brand. It separates your message from all the other ad clutter. It resonates over time.

Too many people obsess over technology, media and ad delivery systems. AI, AR, PPC, VR, CRM, CMS and SEO are tremendous tools, but these tools and the media are always changing. The one thing that has remained constant throughout time is the customer.

People are the media.

Essentially, people have the same hopes, dreams, loves, fears and biases as they have had for thousands of years. Therefore, our first focus is always the customer.

Ideas are everything. A great idea is a great idea at any time, in any medium.



What is Ignite™?



CONSISTENT

A systematic, disciplined approach to analyzing every aspect of your brand, marketing and advertising, Ignite™ supplies you with a unique platform that everyone can use to understand your goals, challenges and plans going forward. You will find consistency in your marketing when everyone understands the plan and speaks the same language.

CONTINUAL IMPROVEMENT

Your strategy is shaped far into the future by the insights we glean from Ignite™. The system helps us change with new challenges and unforeseen setbacks. By analyzing and asking questions, your brand can stay one step ahead instead of two steps behind.



CUSTOMER-FOCUSED

One thing that never changes is keeping your customer at the center of your marketing. Ignite™ shows us what customers care about, how they work and live, and what messages and information will resonate with them. We use these insights to attract decision makers to your brand and persuade them to buy from you.

GOAL-ORIENTED

Your marketing enhances all your other business functions; it means growth and a future. With Ignite™ you will spell out your business goals, and then carve out a crystal-clear marketing plan for success. No more guessing and drifting from month to month and quarter to quarter. Ignite™ is an investment in your own long-term success.





1.4 Ignite™ Works Best For:

No matter which company profile fits you best, much of the Ignite™ process will be the same.

- Every Ignite™ session begins with research that leads to the formulation of a strategy.
- Once the marketing strategy is in place, creative ideas flow in support of that strategy.
- Finally, you get to see freshly focused artwork and disciplined messaging that support your brand and deliver precise information to your target audience.

When you contact our agency for the first time, we will schedule a time to have a conversation about where you are with your business and most importantly, where you want to go. Some of these initial contacts result in project work for our agency. We love a good project.

But if you need immediate focus and a plan forward, we always recommend Ignite™.

1.5 Getting Started with Ignite™

Once you decide the Ignite™ process is right for you, we begin with a confidentiality agreement. We respect you and your hard work, and we intend to show it.

You will be assigned an Account Executive (AE) who will be your main point of contact at the agency. Along the way, you'll meet members of our team, but for day-to-day contact you will work closely with your AE. Your AE will let you know about specific surveys and tools coming your way, and together you will set a time for our workshop, where we will meet to discuss your business in-depth. Bottom line: Your AE is your advocate within our agency walls.

During the Ignite™ workshop, you will spend 3-4 hours meeting with our strategy team and your account executive. We highly encourage the members of your core team to attend this session. Some remote or out-of-town members may conference in via telephone or video.

Additionally, depending on your company's situation, you might also receive an online survey or other interactive research tool designed to take in as many inputs as possible from members of your team. The goal of Ignite™ is to capture an accurate picture of where your marketing efforts stand today. Some of our questions are tough, and the best questions can lead to other questions. In the end, the more information we can gather, the better our results will be.

Sometimes this deep dive into your world is exciting and wonderful. At other times, it might reveal circumstances that you had hoped to avoid discussing. While that's always up to you, we work best when we understand exactly what your business is up against. Just remember, while every situation is different, most problems have solutions when people are dedicated to finding them together.



We're dedicated to finding them.

2.0 Application

2.1 Ignite™ for Branding

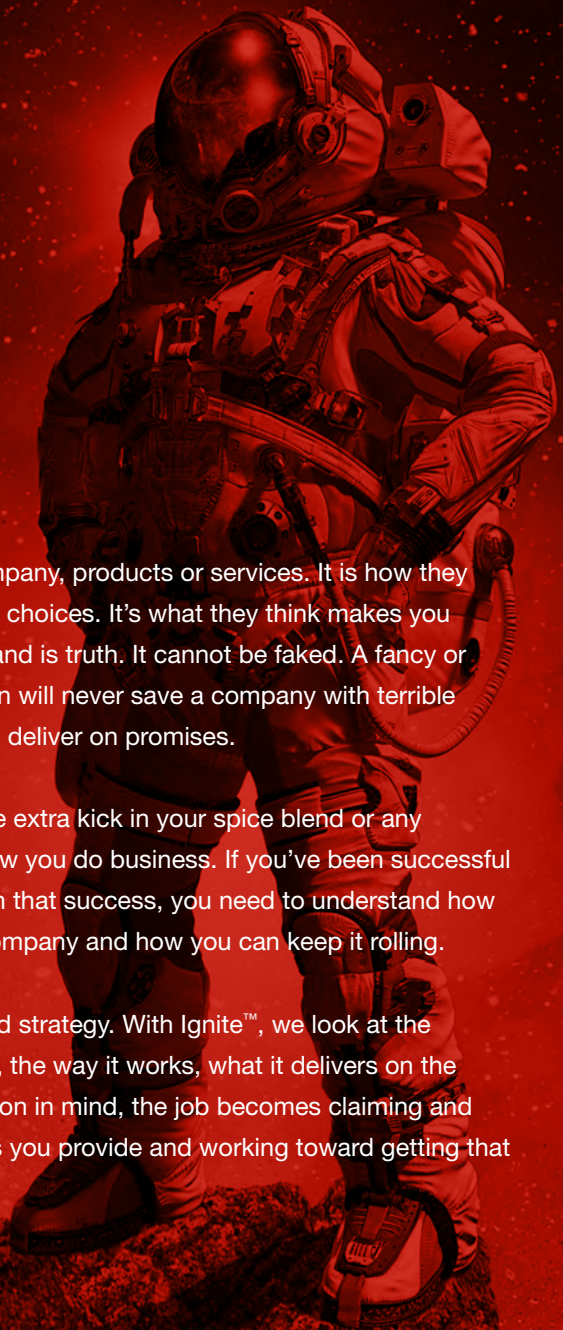
Your brand is what your customers think and feel about your company, products or services. It is how they recognize your value and meaning in a sea of other products and choices. It's what they think makes you different than the others. Stripped to the bare essentials, your brand is truth. It cannot be faked. A fancy or beautiful brand full of well-intended purpose and gorgeous design will never save a company with terrible products or bad service. Your brand is not camouflage. You must deliver on promises.

Your brand may be the smiling face of their favorite salesman, the extra kick in your spice blend or any combination of a hundred other seemingly random aspects of how you do business. If you've been successful so far, you know it's not just luck. But if you want to continue with that success, you need to understand how your brand speaks to your customers, what it says about your company and how you can keep it rolling.

To establish and support your brand, you should consider a brand strategy. With Ignite™, we look at the entire system of your business, the operation from top to bottom, the way it works, what it delivers on the surface and what it delivers on a deeper level. With that information in mind, the job becomes claiming and naming the things you do well, articulating the intangible services you provide and working toward getting that message across to your customers every day.

When Hallaron sets out to Ignite™ your company's brand, we:

- Diagnose problems and marketing challenges
- Identify the company, team and sales goals
- Determine the current state of the brand, positioning and differentiation
- Understand how you sell your products and services
- Define your ideal prospect and identify their pain points
- Conduct a competitive analysis and a market analysis, and learn your industry's conventions
- Explore your claims, features and benefits
- Analyze your marketing strategy





2.2 Ignite™ for Advertising

Our job is to create great advertising that cuts through the clutter and gets your brand noticed.

More than 90% of ads go unnoticed, so we think critically to create new ads that are different and cast your brand in a new light. Once we have your customer's attention, we must make a lasting mark. Using an emotional connection, we strive to write ads that get recalled and stay top of mind, thus helping your brand and raising the chance of a sale.

And make no mistake. We believe it's all about a sale.

Of course, before we can think about your advertising, we must understand your brand, products, services, strengths, weaknesses and what makes you different. This is where Ignite™ begins for a new ad campaign.

The goal of Ignite™ is to fuel your campaign with insights and new thinking. This will help our strategists and creatives craft a winning message and memorable advertising that connects with your target audience. In the end, it means more recognition, better response rates and higher sales.

The Ignite™ process allows us to establish the blueprint for creating effective advertisements for your business. We use the information we learn through Ignite™ to create ads that reach your target audience with the message it wants to hear and in the times and places it is prepared to hear it.

Current technology, tools and media are only as good as the information they communicate to customers. Ignite™ helps us create winning advertising messages and choose the right media channels for expressing your new ad campaign.

Ignite™ for advertising includes critical tasks that:

- Identify advertising and/or marketing goals
- Understand the “why?” and your brand environment
- Diagnose problems and challenges
- Determine the current state of the brand, positioning and differentiation
- Explore your claims, features and benefits
- Understand how you sell your products and services
- Analyze your customers, how they think, what they want
- Define your ideal prospect and identify their pain points
- Conduct a competitive analysis, other players, market share
- Learn your industry's conventions and “sacred cows”
- Analyze your marketing strategy

2.3 Ignite™ Blastoff Workshop

As the name implies, the Ignite™ Blastoff Workshop is a fast, strategic workshop for companies that need to quickly understand marketing or advertising problems and search for solutions. Hallaron serves as your moderator, presenting questions and guiding the discussion to explore the most pressing problems you are facing.

The half-day workshop is preceded by an online marcom survey to gather ideas and opinions from your team about what your company does best, what works and why, and what challenges are presenting roadblocks to reaching your goals.

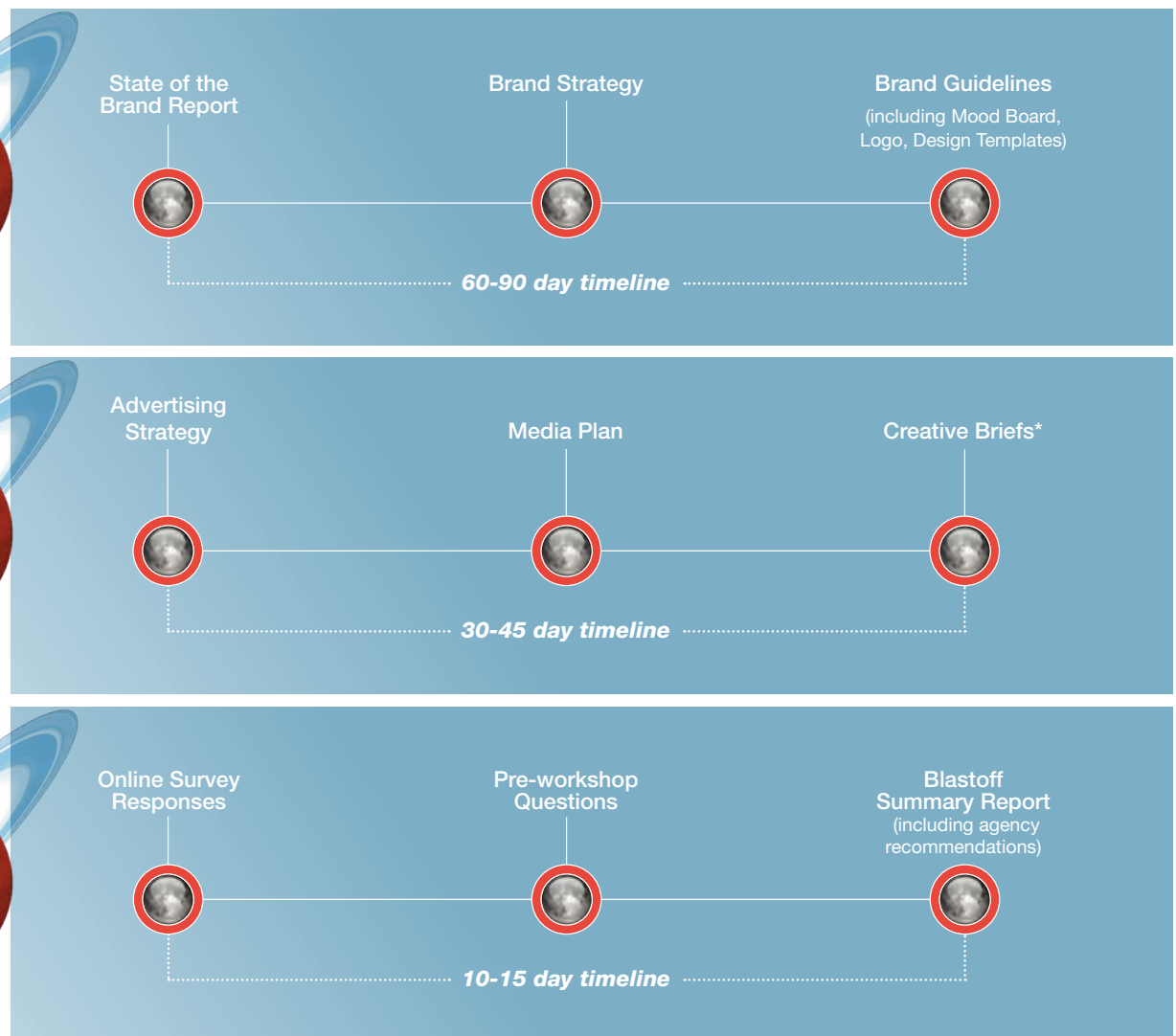
The workshop allows you to explore your current brand and tackle immediate challenges that need your attention. Every Ignite™ Blastoff Workshop is customized to your organization, industry, challenges and goals.

Among our workshop topics, approached from your perspective, are:

- Knowing our customer
- Keeping score of wins and losses, and what can be learned from the past
- Telling our brand story
- Strategic positioning or brand distinction?
- Questioning conventional wisdom: Are we bound by industry or business conventions that limit our opportunities?
- Marketing strategy – creating a hierarchy
- Nothing happens until somebody sells something
- Everything is an ad and planning your advertising campaign
- What we say: brand messaging and campaign
- SWOT analysis – a crystal ball
- Financial pressures on marketing outcomes

3.0 Timeline and Deliverables

3.1 What to Expect and When



*Following adoption of a new brand strategy, creative copywriting and art direction for advertising campaigns, social media marketing and other projects, is set to begin.

3.2 State of the Brand

The State of the Brand Report provides a snapshot view of your brand as it exists today. We compile all our competitive and market analysis, along with the results of our internal surveys within this report. Together, this information provides a clear and unvarnished assessment of where your brand stands at this moment.

3.3 Brand Strategy

The Brand Strategy takes what we've learned about your brand and places it within the context of a strategic plan for your future marketing efforts. We combine what we've learned about your business with what we know about consumer behavior and media trends to propose a strategic, intentional path forward for you.

3.4 Brand Guidelines

A company's Brand Guidelines are critical to future success with marketing and communications efforts. Everything from web pages to business cards to television spots – every touch point – must present a consistent look and feel for consumers to retain your messaging. Additionally, consistently applied Brand Guidelines reflect a level of professionalism and competency that inspires trust. As a comprehensive resource, brand guidelines ultimately remove doubt and protect your brand.

3.5 Blastoff Summary

A compilation of our strategic findings from the workshop and agency recommendations for next steps help you get organized and reach goals.

3.6 Advertising Strategy

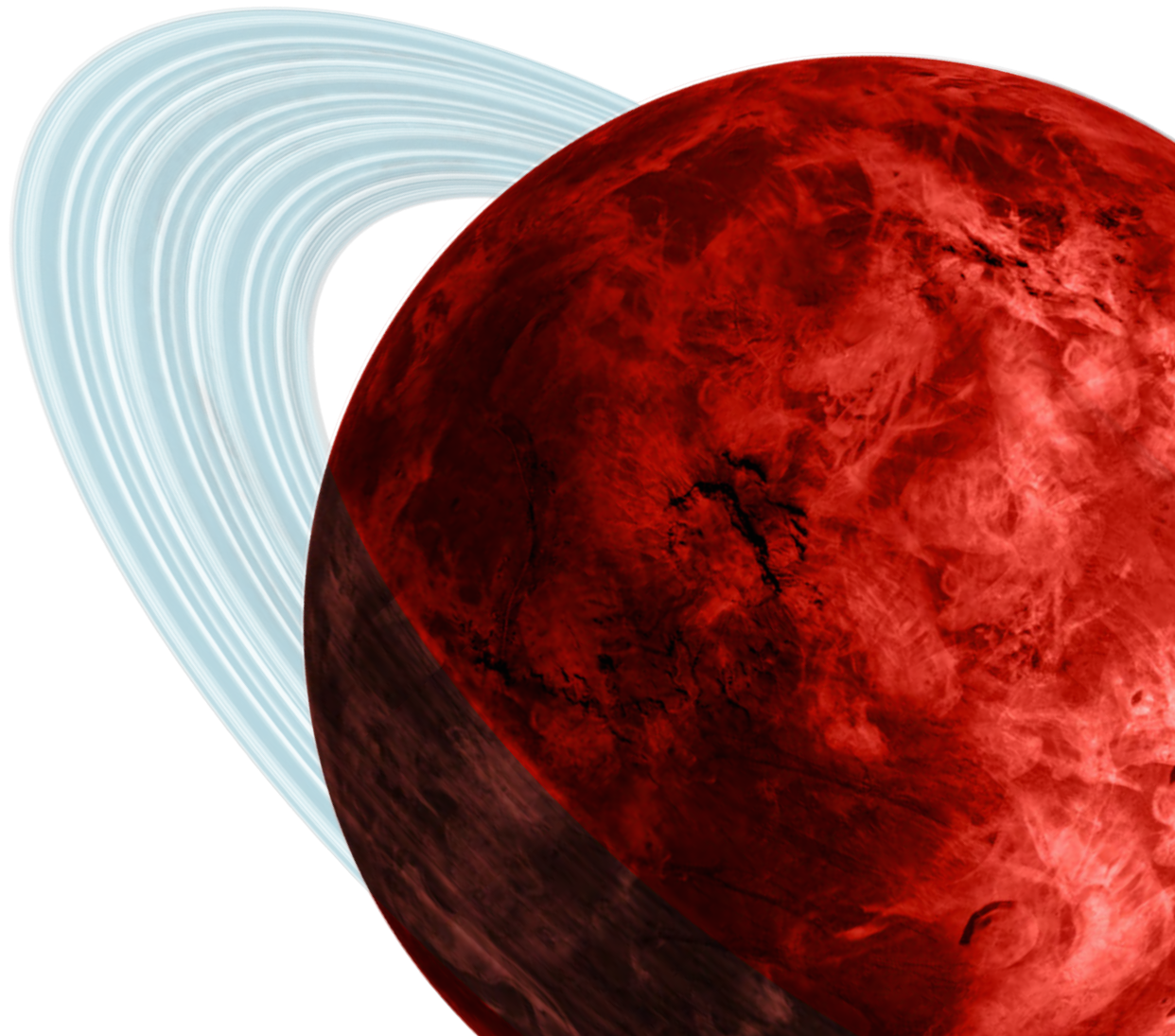
The Advertising Strategy takes what we've learned about your brand and places it within the context of a strategic plan for a campaign of ads across multiple channels or even a smaller, more specific activation. Insights into your customers' psyche, behavior, wants, and needs are used by the agency to fine-tune a message that will inform, persuade, or entertain buyers and reach them at the right time and in the right media context.

3.7 Media Plan

The Media Plan is managed by the agency team in coordination with our media agency partners. It provides clear, concise information about the channels our new campaign will use along with the budgeted ad spend and timeline. The Media Plan is the primary tool we use to manage the job of getting your ads placed and scheduled in front of the targeted media audience in a timely, cost-effective manner.

3.8 Creative Briefs

Creative Briefs help us define the goal, parameters and unique needs for a specific creative delivery, whether a digital campaign, TV commercial, brochure, website, print campaign, direct mail piece or any other type of marketing piece. It tells the creative team exactly what the ad must communicate, to whom it is communicating and where they can get more information. Your approval of the brief before work begins is important and keeps you in sync with our agency.



4.0 The Process

4.1 Research

In the initial phase of the Ignite™ process, we gather information about your business from both internal and external sources. We specifically want to know how you do what you do, and we also want to understand the challenges you face. We want to find out what has worked in the past, and what has never worked despite your best efforts.

Hallaron's research helps us form powerful insights about your company, your brand and your overall marketing. It provides a solid foundation for the strategy process.

We use the latest research tools and some old ones, too:

- primary (field) research
- secondary (desk) research
- online surveys
- workshop sessions
- stakeholder interviews
- employee and customer interviews
- focus groups
- online bulletin boards
- market/category analysis
- competitive analysis
- SWOT analysis
- customer analysis
- demographic profiles
- psychological profiles
- behavioral profiles
- cultural and economic tendencies
- decision making biases

4.2 Strategy

Advertising's most famous ambassador, David Ogilvy, famously stated that "strategy is sacrifice." That gem of a quote brings home the idea that for a marketing strategy to be effective, it must focus on one thing at a time. It begs for clarity. Too much of what passes for marketing communications these days contains, well, too much.

During the strategy phase of Ignite™, we compile all the research we've gathered and formulate the most meaningful insights into an actionable blueprint you can use to reshape your brand, marketing and advertising strategy.

At Hallaron, we don't "shoot from the hip." The brightest ideas usually follow a deliberate, well-thought strategy. Through Ignite™, we distill your brand message into one simple, clearly distinct brand tagline.

Strategy deliveries may include:

Branding	Advertising Campaign
<i>strategic direction</i> <i>strategic goals</i> <i>values</i> <i>core attributes</i> <i>archetype (brand personality/voice)</i> <i>differentiation</i> <i>category disruption</i> <i>behavioral biases</i> <i>purpose</i> <i>platform - vision and mission</i> <i>positioning strategy</i> <i>Tone of voice</i> <i>message mapping</i> <i>brand tagline</i>	<i>strategic direction</i> <i>strategic goals</i> <i>target audience – "Customer"</i> <i>product/service</i> <i>features and benefits</i> <i>competition</i> <i>differentiation</i> <i>category conventions/disruption</i> <i>behavioral biases of customer</i> <i>positioning strategy</i> <i>channels/media</i> <i>budget</i> <i>measurement</i>

4.3 Creative

Armed with a powerful, insightful new strategy, the creative team begins to bring your new campaign to life. Whether a re-brand or marketing or advertising campaign, our creative leaders begin with a close review of your new strategy. This saves time and money while helping them understand the business challenges they must overcome. We find a way to make your brand and message distinctive to ensure your advertising gets noticed and recognized. Our campaigns will be different from all the other noise out there. And we will strike an emotional chord with your target audience so your name, value and message are remembered.

Every member of the team – not just those directly assigned to your work – will get an opportunity to discuss creative ways to bring your strategy to life. With every designer, artist and copywriter at the agency focused on your work, the ideas start competing with one another, and only the best ones win.

Our creative development phase involves many of the following tasks:

- Review and close study of strategy
- Creative research
- New advertising concepts
- Artwork design, illustration
- Animations
- Photography, video, storyboarding
- Color theory and palette
- Typography and font faces
- Visual art direction, brand or campaign style - mood boards
- Template mock ups
- Strategic copy, slogan, long copy
- Logo development

4.4 Activation

The Ignite™ process ends with a beginning, of sorts.

For clients who have gone through Ignite™ as part of a branding exercise, the final deliverables will present a clear path forward for your newly updated brand. Everything will be spelled out clearly for you, and implementation of the plan may involve digital advertising, PR events, experiential or public demos, team building, digital and social rollouts, or other programs to announce the arrival of your new brand. Hallaron can explore the best activation tactics and offer creative leadership to coordinate all these tasks moving forward.

Activations may include:

- New brand rollouts
- Press releases
- PR tours
- Photo shoots
- Reveal videos
- Social media campaigns
- Experiential ads
- Special events
- Webinars
- Targeted mailers
- Branded merch and swag

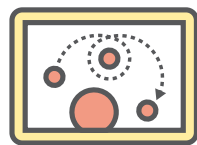
After you go through the Ignite™ process, the activation is your payoff ... the fruits of your hard work. The activation sets off your revitalized, reimagined brand into a bright, new future. Hallaron wants your future to unfold exactly as you want it, and we stand ready to help you succeed.

Our team will ensure that your new brand is sustainable and that you stay accountable for the decisions made during Ignite™. We will revisit your progress through quarterly brand audits that include periodic brand audit surveys and one-hour calls or meetings to review the state of the brand, including communications, problems, commitment and areas for improvement.

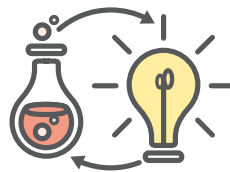
The Process



1 Research



2 Strategy



3 Creative



4 Activation



5.0 Conclusion

Here's what you can expect.

For most clients who go through our Ignite™ process, there are revelations and surprises in store. You will probably experience the same. During our research, we'll uncover insights about your business that will serve in forging a fresh, new brand strategy – that's your blueprint for the future. And here's a big one: If you've been too busy managing your business to actually see threats and opportunities ahead, Ignite™, will be instrumental in finding the answers and clarity you were seeking.

Your time will be well spent.

Ignite™ will put you in possession of a strategy that will give you a clear advantage over your competition. The truth is that long-lasting business success must follow a clear, detailed plan. The plan we provide will be your most valuable marketing tool moving forward. It will highlight your strengths and weaknesses, and it will give you clear direction on how to get your message out to the customers you want – and need – to reach.

We've explained our process here, and we welcome the opportunity to talk with you directly. Contact us today to find out how you can ignite your future with Hallaron.

Ignite™
Start Something Big



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