

From  
tiny  
seeds  
mighty  
oak  
trees  
grow.

## Services Overview

petrieCREATIVE

715 West Johnson Street 101  
Raleigh, NC 27612  
[www.petriecreative.com](http://www.petriecreative.com)

## **We live to exceed expectations.**

CONTINUALLY FUELED BY CREATIVE IDEAS WITH LASER FOCUS + DRIVEN RESULTS

## **We think holistically.**

EVERY TOUCHPOINT — SEAMLESS AND CONSISTENT ACROSS ALL CHANNELS

## **We are targeted + focused.**

AIMING FOR OUR CLIENT'S GOALS WITH TENACITY AND ROI

## **We are serious about innovation + quality.**

WE STRIVE FOR DISRUPTIVE INNOVATION + ALWAYS DOING RIGHT BY OUR CLIENTS  
— NO EXCEPTIONS OR SHORTCUTS

## **We are dedicated to building strategies based on human nature.**

UTILIZING HUMAN BEHAVIOR AND RELATIONSHIP BUILDING TO CREATE  
BRAND LOYALTY BEYOND REASON

petrie CREATIVE

working  
with us

Petrie Creative is an integrated creative firm located in Raleigh, North Carolina. We create meaningful brand experiences and compelling storytelling for our clients. We specialize in brand & name strategy, creative services, online experiences, typography and illustration. But most importantly, we love what we do and love our clients.

#### SERVICES + CAPABILITIES

Brand Strategy + Brand Experience  
Compelling Storytelling  
Brand Naming & Messaging  
Copywriting  
Interactive Design + Online Media  
User Experiences  
Brandmarks / Identity  
Corporate Marketing Collateral  
Information Graphics  
Illustration & Typography



## Working with Petrie Creative

### THE PERFECT FIT

As a holistic strategic communications firm, we know that a great brand encompasses the full gamut of all its touchpoints: identity, collateral materials, advertising, marketing, user experience, web design, and interactive media — not just fueled with good ideas, but fired with precise execution and with tangible results. This is where our passion lies — making a real change in our client's brand.

### Our strength lies in our robust knowledge of technology + branding — and how to leverage it competitively with compelling and beautiful design and user experience.

With over 17+ years expertise in launching powerful brands for almost every sector, Petrie Creative generates ideas that break through the clutter in name development of products, services, campaigns, events, and companies. Focusing on the intersection of language and brand, our creative, art direction, naming, taglines, stories and copywriting have a big impact. Our work has been featured in HOW and PRINT magazine, and we are appreciative of the recognition of our commitment to excellence from the various ADDY awards, IAC Awards, and W3 Awards for our work.

As a firm that strives to turn brands into 'personal relationships', we've seen it proven that designing for human nature drives the most success. Through our process, you will get a big agency creative for the price of a consultant.

### WE WORK FOR THE GAME CHANGERS

Petrie Creative thrives helping companies who are creating disruption innovation in the marketplace, and whose mindset revolves around wanting to 'change the world' for the good. With origins from Austin, Texas, we began helping .com startups launch when the internet first 'opened' for business in the early 1990s.

In the last year, we have helped clients like Phononic name their SilverCore technology and bring it to market — launching patented solid-state technology that is reinventing consumer interaction with every cooling device on the planet.

For NC State's Poole College of Management Sustainable Business Collaborative, we partnered to name their initiative and created an online presence that would bridge gaps between industry and academia in the field of sustainability — helping businesses completely changing the 'business as usual' model.

**Let us help you create a name for yourself.**

A GREAT RELATIONSHIP  
STARTS WITH A GREAT  
PARTNERSHIP.

**We believe that working  
collaboratively is truly the  
goal of making each project  
a success.**

**We stand by the belief of doing  
right by our clients — with  
no exceptions or shortcuts.  
It's a philosophy that benefits  
everyone.**



# Creative & Development Strategies

PETRIE CREATIVE WHAT WE OFFER



**Lovemarks & Brand Advocacy**

Making customers fall in love with our client's products and services beyond reason



**Brand Trust**

Developing unbreakable brand connections of loyalty, value and trust through the intersection of language and visuals



**User-Centered Design**

Human-centered design optimization based on how users actually think and act



**Visual Innovation**

Progressive design and visual solutions — fueled by meaningful creative strategy



**Customer Experience**

Communication of solid brand values at every touchpoint



**Increasing User Engagement & Retention**

Driving customer behavior toward action and greater participation



**Actionable Data**

Providing our clients with measurable data that gives meaningful insights for next steps to increase conversion



**Site Efficiency & Optimization**

Practicing online best practices for site performance and SEO optimization strategy



**Product & Company Naming**

Timeless and unforgettable brand names that reinforce the heart of your company / service



**Brand Storytelling**

Authentic stories with focused purpose — connecting client's vision with their audience



**Website Development**

Software development solutions and modules tailored for the individual needs of our clients' online presence



**Comprehensive Content Management Systems**

Implementing customized, secure, and scalable content management systems that are growth adaptive



## Creative + Online Strategies

Below is an overview of the services we offer that help drive a great brand to —iconic.

### CREATIVE STRATEGIES



#### **Brand Perception / Lovemarks / Brand Trust**

Rational factors mainly help to justify decisions driven by emotions.

Price is what companies put on the tag.



Value is what consumers feel they get out of the experience.

Consumers are redefining value constantly. It is price + authenticity, sensuality, community and connectivity. Instead of putting a demographic at the heart of everything you do, put yourself at the heart of everything the customer does. This is priceless.

The Lovemarks theory is based on a simple premise: human beings are powered by emotion, not by reason. There is strong evidence that the relationships people have with brands are much more heavily influenced by emotion rather than reason. This is the essence of the Lovemarks argument. If you want people to take action — whether for something momentous, like voting for a president, or seemingly mundane, like buying one brand of coffee over another — you need to appeal to their emotions. Call it Lovemarks or call it something else, but the pressing question for marketers in a world of social networking and brand advocacy is how to engage people so they embrace and proselytize your brand.

Our aim is to engage your users to a relationship to the point of advocacy through brand story, user experience and by adopting a relationship mindset —designing around what your customers truly want, distinguishing it from competition, and not basing strategic decisions on stereotypes and assumptions.



#### **Enriched User Experience & User-Centered Design**

We determine the site's true purpose and streamline from there. The narrative isn't just about product and service delivery — but about purpose and human-centered behavior. Our approach begins and ends with how human behavior can be related to your product and experience design. Using existing research done by your on its audience personas, we build our creative strategies on these audience types and what motivates their behavior.



### Visual Innovation & Voice



What do we consider the balance of making your brand remarkable? Visual innovation, a seamless user-experience, and messaging that is distinct from the competition. We keep it simple. Make content the star. Determine the brand's true purpose, its heart. Prioritize user types. Accomplishing visual simplicity means having a clear understanding of what the users' goals are and what they consider to be most important — then reducing the visual effort needed to find information and making sure the language is spot on.



### Brand Storytelling

Good, authentic stories drive audiences to action. Whether a few sentences or a full-length film, storytelling makes an emotional and personal connection that creates empathy or self-identification to the brand. Telling an authentic story that will stimulate abundant participation is the key to building relationships with your clients.

## ONLINE STRATEGIES



### Increased Engagement & User Retention

Building meaningful consumer relationships and driving behavior toward action and greater participation means asking questions like: What insights do we have about your customers? What are their online services needs and perceptions of your offerings? What are the key performance indicators and goals for customer engagement? What tools and technologies can we use to engage customers with a value-added experience? How can we create an integrated communications lifecycle, integrating channels, content and marketing around the customer?



### Actionable data

Companies are increasingly inundated with large volumes of website data, but don't know what to do with it. When evaluating data and analytics generated on-demand and in real-time, our approach is to ask, "What action can we take as a result of capturing this data?" Actionable data is a function of its usefulness (does it solve a problem), functionality (can the data be put into motion), and immediacy (is the data ready now).



### Website Efficiency, Optimization & Conversions

Efficiency of the tools online are just as important as the presence of the tools themselves. Petrie Creative provides powerful site monitoring and reporting— providing an overview of site performance and its overall efficiency. As online culture moves at an exponential speed, your online presence is never 'done'. After your site or app is launched, we help monitor, measure and adjust digital marketing strategies: SEO, SEM, advanced analytics, social strategies and conversion optimization to help you grow.



### Comprehensive Content Management & Worry-Free Integration

Implementing a flexible CMS that works for your internal team allows them timeliness of content publishing, centralization of marketing information, and the ability to change / adapt the site for their goals.



### Custom Website Development & Modular Solutions

Custom integrations with third-party systems like Salesforce and Pardot are crucial to most our client's marketing efforts online. We offer backend modular solutions that pull information from external systems and render them within the website, while front-end modules on the site are easily customized and positioned in new layouts on the site.



**“The difference between the almost right word and the right word is really a large matter—it's the difference between the lightning bug and the lightning.”**

— MARK TWAIN

Naming  
Development  
Strategies



## Naming Strategy

### OVERVIEW

Names that are successful appear to be magically created effortlessly. That's the beauty of their success. We know the magic exists—only it is a targeted process.

Developing names that are engaging, leverage the full potential of a brand, are unforgettable, remain scalable, and rise above their competition involves strategy.

Our targeted process begins with understanding what your name is going to do for you. What are the strategic goals placed around its success? Key steps in determining this will start with defining the 'why' of your brand or product. What is its purpose? Its heart? Then by defining the marketing objectives of your brand, identifying your competition and deciding where you will position yourself within them, we will both have a powerful basis on selecting a name.

### A GREAT NAME + TAGLINE CAN:

- Strategically distinguish itself from competitors
- Reinforce a unique positioning platform
- Be timeless and unforgettable
- Inspire a wealth of marketing and advertising imagery
- Hold appeal for your product/service's target audience
- Allow companies to bond with their customers and create loyalty
- Imply or evoke a salient brand attribute, quality or benefit
- Remain scalable for future growth of the product or service
- Be available for legal protection and federal trademark

While every naming project and company has its own unique challenges, our core process is a scalable one that takes into consideration your project scope, corporate culture, and timeframes —tailored for your needs.

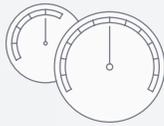
Google





**WHETHER WE ARE DEVELOPING PRODUCT OR COMPANY NAMES, OUTLINED BELOW ARE OUR CORE STEPS TO CREATE POWERFUL AND LASTING BRAND NAMES:**

1



### Competitive Analysis

Our process begins with a thorough competitive analysis, in which we quantify the tone and strength of competitive company names or product names. Creating such a document helps your naming team decide where they need to go with the positioning, branding and naming of your company or product.

2



### Positioning

The next step is to help you refine and define your brand positioning. The more specific and nuanced your positioning is, the more effective the name will be. All great product and company names work in concert with the positioning of the businesses they speak for.

3



### Name Ideation

Name development begins by applying the positioning strategy to determine what you want your new name to do — for your marketing, branding and advertising efforts

4



### Name Ownership

We prescreen names that are under consideration through a USPTO federal trademark search, a comprehensive URL search, and a general U.S. patent search to make sure you will be able to procure the desired name and valuable time isn't lost. We strongly recommend utilizing a trademark attorney to secure the final chosen name(s).

5



### Creative / Testing

A standard part of our naming process is the production of creative support materials to flesh-out potential names, and market research testing when appropriate. These may include stories, ad treatments, or graphic layouts featuring leading name candidates.

6



### Name + Tagline

The outcome of our process is a presentation of final names and taglines, along with a well-defined positioning strategy.

# Product and Company Naming Techniques

## NAMING TECHNIQUES & STRATEGIES

We utilize human-driven name creation instead of computer name generation using linguistics as our main approach.

Linguistics involves non-formal approaches to the human language, such as social, cultural, historical (roots and old-world language families) and political factors to help determine a name's relevance. They are constructed using language form, language meaning, and language in context — by combining morphemes, phonetics, semantics, pragmatics, and syntax to create a desired representation of a name.

There are roughly 6,500 spoken languages in the world today. All of our name development and tagline copywriting is targeted to an English-speaking audience of over 380+ million native speakers. While language differences can present challenges when using a trademark internationally, we do diligent research to determine whether potential names have any negative foreign language connotations or usage. We can provide resources for translation services and international trademark acquisition if needed.

Some examples to the right demonstrate categorization with the name matrix tool we utilize. with this approach means that the result is an array of rich, meaningful names to choose from that align with your brand.

ALLITERATION	Coca-Cola
OXYMORON	Krispy Kreme
COMBINATION	Walkman
TAUTOLOGY	Crown Royal
THERONYM	Mustang
MIMETICS	Google
EPONYM	Trump Tower
DESCRIPTION	Cinnamon Toast Crunch
SYNECDOCHE	Staples
POETICS	USA Today
METONYMY	Starbucks
ALLUSION	London Fog
HAPLOLOGY	Land O'Lakes
CLIPPING	FedEx
MORPHOLOGICAL BORROWING	Nikon
OMISSION	RAZR
ACRONYM ADAPTATION	BMW
ACRONYM	KFC
FOUNDER'S NAME	Ferrari
CLASSICAL ROOTS	Pentium
ARBITRARY	Apple
REDUPLICATION	Spic and Span





## BRAND AND PRODUCT NAMES ARE TRADITIONALLY IN THESE CATEGORIES

<b>ACRONYMS</b>	AFLAC, IBM, M&M
<b>AMALGAM</b>	Names created by taking parts of words and putting them together: Nabisco (National Biscuit Company).
<b>ALLITERATION AND RHYME</b>	Fun to say, and particularly memorable: FAT BAT, YouTube, Piggly Wiggly.
<b>APPROPRIATION</b>	Use the idea for one thing and apply it to another: Caterpillar, Reebok.
<b>DESCRIPTIVE</b>	Descriptive names ascribe to the product a characteristic: Toys R Us, General Motors.
<b>CLEVER STATEMENT</b>	Names don't have to be just a word or two: Seven for All Mankind, I Can't Believe It's Not Butter!
<b>EVOCATIVE</b>	Invoke a vivid image that alludes to a brand benefit: London Fog, Amazon.
<b>FOUNDERS' NAMES</b>	Use the name of a founder or founder family member: Barneys, Hewlett-Packard, and Wendy's.
<b>GEOGRAPHY</b>	Chose a name associated with company/product location: eBay for Echo Bay (a fictional place as well as the shortened form of "Echo Bay Technology Group," the name of eBay founder Pierre Omidyar's consulting company, according to the List of company name etymologies), Fuji for the tallest mountain in Japan, Cisco for San Francisco.
<b>HOMENON</b>	For a name with personality: Yahoo!, Cracker Jack. However, Yahoo is the pronunciation of the Chinese name of one of its founders, Jerry Yang.

<b>INGREDIENTS</b>	Base the name on ingredients: Clorox for chlorine plus sodium hydroxide, Pepsi for the digestive enzyme pepsin.
<b>MERGED</b>	When two companies merge into one, sometimes both names are kept: ExxonMobil, Cadbury Schweppes
<b>MIMETICS</b>	Use alternative spellings for common sounds: 2(x)ist, Krispy Kreme.
<b>NICKNAME</b>	Use a founder's nickname: Adidas aka Adolf Dassler, Haribo Hans Riegel Bonn, Kinkos.
<b>NEOLOGISM</b>	A completely new made-up word: Kodak, Verizon, Mimex.
<b>ONOMATOPOEIA</b>	Use a sound associated with a product function or other brand idea: Twitter, Meow Mix.
<b>PERSONIFICATION</b>	Create a character or adopt an existing personage: Green Giant, Midas Mufflers.
<b>PORTMANTEAU</b>	Name is a combination of two (or more) words or morphemes, and their definitions, into one new word: Travelocity, Pinterest.



**“The essential difference between emotion and reason is that emotion leads to action while reason leads to conclusions.”**

– NEUROLOGIST, DONALD CALNE

Brand Messaging  
Development  
Strategies



## Messaging Strategy

### THE VISUAL AND VERBAL BRAND

Brand messaging refers to the underlying value proposition conveyed, and the voice/language used in your content. It's what makes buyers relate to your brand by inspiring them, persuading them, motivating them, and ultimately making them want to buy your product or service.

A great brand message will —unwaveringly— carry across the full gamut of all its touchpoints: identity, collateral materials, advertising, marketing, user experience, online media, interaction with customer service, etc... And it is at its most powerful when it merges the verbal and visual elements together to reinforce its merit. Messaging architecture supports a brand's design with a brand promise, value proposition, and key messages.

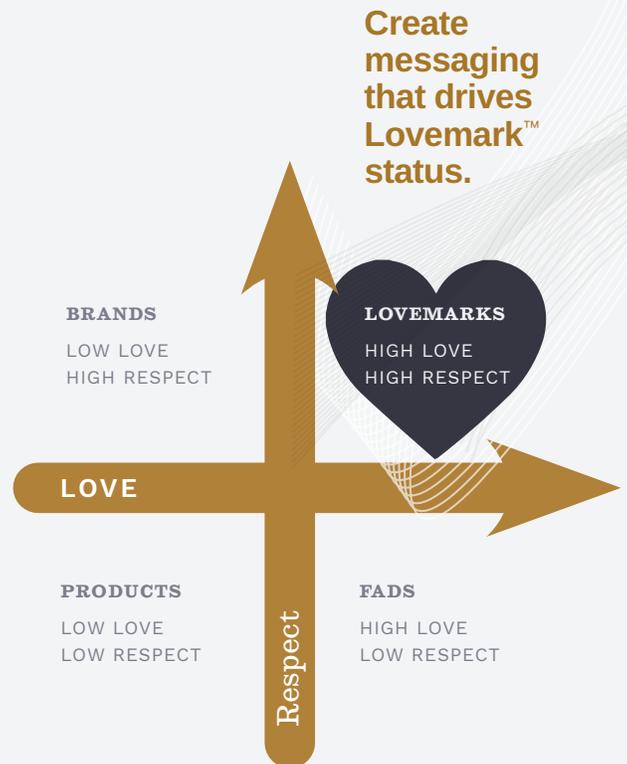
This architecture includes messaging for your:

- BRAND PROMISE**
- POSITIONING STATEMENT AND TARGET AUDIENCE**
- MISSION**
- VOICE OF BRAND**
- ELEVATOR PITCH**
- BRAND PROMISE**
- SUPPORTING EXAMPLES**

### LOVEMARKS: CREATING LOYALTY BEYOND REASON

Fostering a rich and meaningful conversation that customers can form an emotional connection with (and extreme advocacy for) is the key to a brand's success. Its voice, quality and promise can elevate it to 'Lovemark' status — delivering 'priceless value', a thirst for purpose, experience and community. It goes beyond 'brands'.

**Brands don't belong to a company, they belong to the customers who love them.**





## STRATEGIES FOR BRAND MESSAGING

### **Start with the core values and 'heart' of the audience, not your product or service.**

DON'T ALIGN YOUR MESSAGING AROUND TARGETED FEATURES OF YOUR PRODUCT OR SERVICE, BUT ON WHAT MATTERS MOST TO YOUR AUDIENCE.

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### **Don't rely too heavily on buzzwords.**

USE BUZZWORDS SPARINGLY, SINCE PEOPLE TEND TO TUNE OUT THEIR MEANING.

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### **Create messages that are easily spread.**

ALLOW YOUR CUSTOMERS TO SPREAD YOUR WORD FOR YOU. SHORT, LOUD, YET DESCRIPTIVE MESSAGING IS EASILY CARRIED INTO CONVERSATION AND SOCIAL MEDIA.

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### **Quit the auto-pilot mode and add emotive value.**

WAKE UP AND INSPIRE YOUR AUDIENCE TO ACT THROUGH YOUR MESSAGE.

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### **Remove 'messaging by committee'.**

WHILE SEVERAL OPINIONS ARE VALID, GROUP CONSENSUS USUALLY RESULTS IN MIEDIOCRE, SAFE MESSAGING THAT LACKS ANY IMPACT.

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### **Remain authentic.**

AUDIENCES WILL HAVE DIFFICULTY BUILDING TRUST AND ADVOCACY FOR YOUR PRODUCT OR SERVICE IF YOUR VOICE ISN'T TRANSPARENT AND AUTHENTIC.



# SEO Strategies, A Case Study

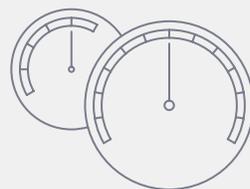
**Don't just count the seeds in an apple.  
Count all the apples in one seed.** 



GETWELNETWORK.COM

# Mini-Audit Case Study 2016

This brief audit, done for GetWellNetwork prior to their website redesign, was a quick overview into our recommendations for improving site performance based on a brief analysis of their backend Google Analytics data. A more comprehensive SEO and performance strategy was presented to the client.



**Increase Traffic**

**Increase More Organic  
Lead Generation Traffic**

**Improve User Experience  
on Mobile & Desktop**

**Address Dip in Lead  
Generation Performance**

**Create a Lead Generating  
Website (Machine)**

1

## Improve User Experience of GetWellNetwork.com's Mobile & Desktop Websites

### ASSESSMENT

Without a mobile-friendly version of the site, the site traffic is below its potential. With 30% of its traffic originating from mobile devices, and roughly 77% of its total traffic from new visitors, the opportunity to gain new leads could be exponential.

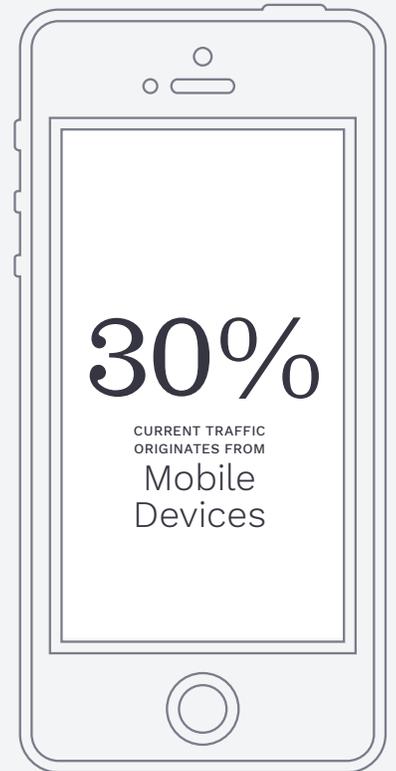
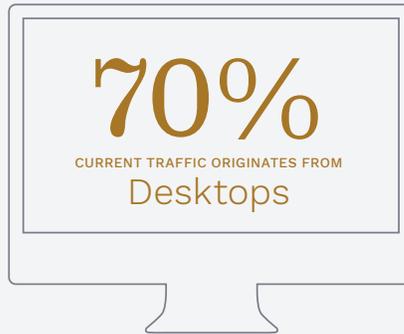
### STRATEGY

**Redesign for a responsive mobile, and desktop experience, designed to drive lead generation.**

77%



Traffic from  
New Visitors



2

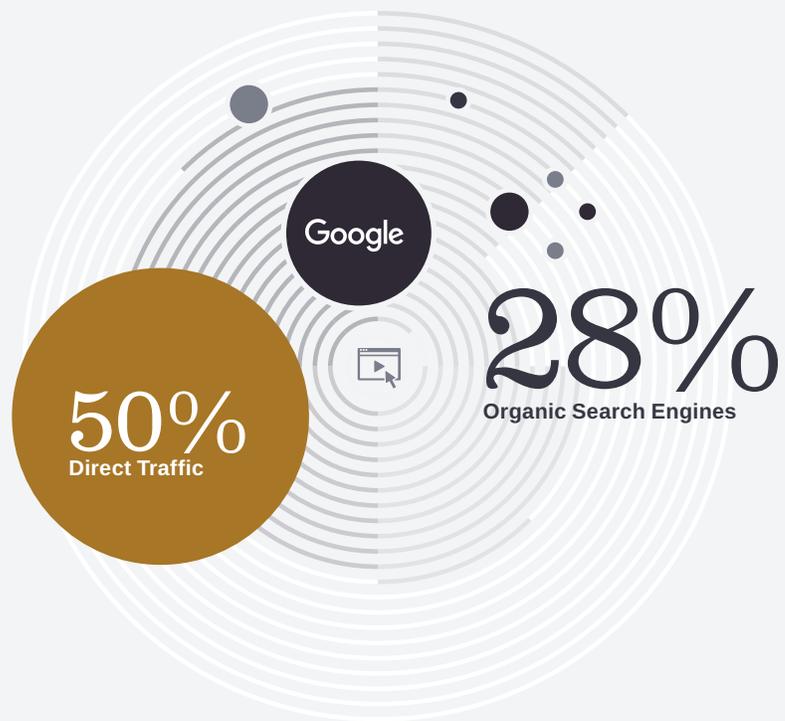
## Improve the Quality of GetWellNetwork.com's Lead Generation Traffic

### ASSESSMENT

Over 50% of the GetWellNetwork.com's web traffic originates from direct traffic, with only 28% of traffic coming from organic search engines.

### STRATEGY

Lead generation traffic from organic search engines convert at a higher rate than direct traffic. Strategies implemented would improve the quality its website traffic, with the bulk of traffic originating from organic search engines.





3

Increase Overall

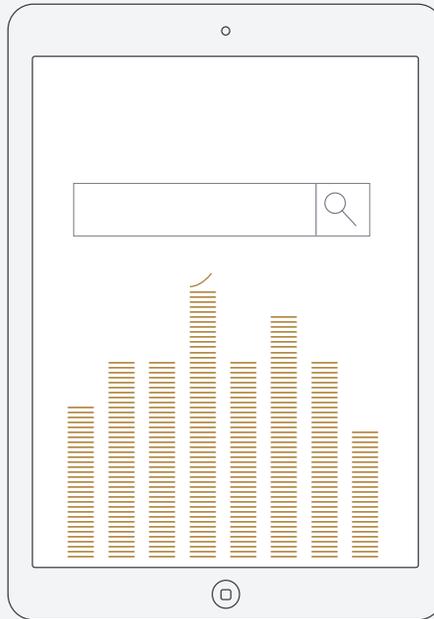
# Website Traffic

**ASSESSMENT**

With currently over 200 pages of content on the GetWellNetwork’s website, this content should yield more than an average of 14,117 visitors per month — and have more traffic originating from organic search engines.

**STRATEGY**

**Use SEO Strategies and website redesign to increase traffic.**



# 200+

 Pages of Content  
CURRENTLY ON WEBSITE

Increase Yield Above



# 14,117

AMOUNT OF VISITORS SITE SHOULD GENERATE PER MONTH



**IMPLEMENT  
SEO & DESIGN  
STRATEGIES**

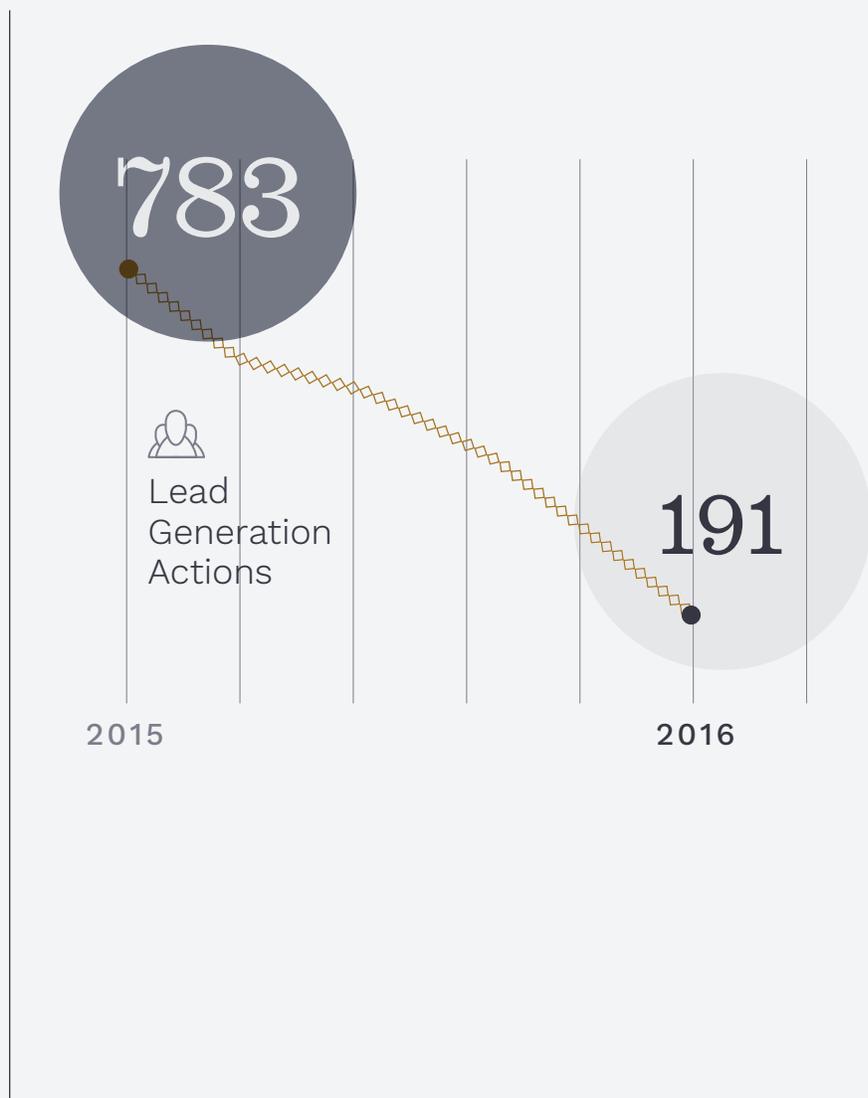
## 4

**Address Negative Decrease in****Lead Generation Conversions****ASSESSMENT**

In 2015 visitors took 783 lead generation actions at GetWellNetwork.com, compared to 2016, which visitors took 191 lead generation actions. The negative dip took place in significant actions of: the Whiteboard Demo Signup, Whiteboard Whitepaper Download, and GetWellNetwork Demo Signup.

**STRATEGY**

**Use landing page optimizations to gain higher conversions, and increase the number of leads generated through lead generation pages.**



## 5

## Increasing GetWellNetwork.com organic lead generation traffic by implementing Industry Specific Keywords In Lieu Of Branded Keywords

### ASSESSMENT

The majority of visitors are only being brought to GetWellNetwork.com through branded keywords (keywords that include a variation of the “GetWellNetwork” business name). Unless a visitor enters in a variation of the company name, GetWellNetwork doesn't appear in top-level organic keyword searches.

To remain competitive in their industry (and in search queries), lead generation traffic should, instead, come from industry specific keywords (ie. “whiteboards for patient care”, “whiteboard patient experience”, “best practices for patient communication”).

### STRATEGY

**Redesign the website to acquire visitors searching for industry specific keywords.**



Getwellnetwork.com  
IS NOT BEING FOUND  
WHEN SEARCHING **INDUSTRY**  
KEYWORDS IN SEARCH ENGINES

# 50%

OF CURRENT TRAFFIC IS GENERATED BY  
Directly Typing in the  
'GetWellNetwork' Name





ADVICE FROM A TREE

Stand tall, but humble.

Go out on a limb.

Bend before you break.

Remember your roots.

Stay grounded.

Enjoy the view.

Keep growing.

Empower those who visit you.

Let your rings tell a story  
you will be proud of.

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