

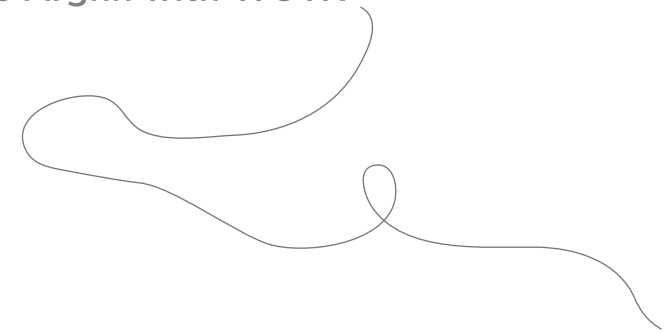
# TOP FIVE FRUSTRATIONS OF A CEO



“ARGHHH” THAT’S HOW OUR CLIENTS FEEL WHEN THEY CONTACT US.

**They are frustrated.** And their frustrations can be placed in these five categories.

Turn the page to read how we helped our clients replace Arghh with WOW!



**No. 1  
PRICE**

**I'M SICK AND  
TIRED OF ALWAYS  
COMPETING  
ON PRICE.**

WOW Case Study Solution:  
**Ubee Interactive**

“ Initially we were looking for a new name for our company. During the initial conversations with WOW Branding, we recognized that a new name was also a great opportunity to re-vitalize our organization, competitive position and brand.

We were primarily known for being price competitive and through the strategic and creative work, WOW helped us add new layers to our brand position. The result was, and is, an authentic and distinct brand identity built on our traits of being a responsive and flexible market leader. ”

*Maria Popo, President, Americas*  
Ubee Interactive - Denver, USA



**No.2**  
**PURPOSE**

**WE DESPERATELY  
NEED CLARITY  
AND FOCUS.**

WOW Case Study Solution:  
**Wibit Sports**

“ WOW helped us to get crystal clear on our brand promise, values, purpose and even the structure of our company. Although we were selling our products around the world, we were constantly battling with direction, licensing and global perception.

We now refer to our core values to guide every decision we make and we proudly post our goals for everyone to see. It has led to new products, new markets and better internal alignment. It has changed the way we do business. ”

*Romann Rademacher, CEO*  
Wibit - Bocholt, Germany



**No.3**  
**PEOPLE**

**IT'S DIFFICULT  
FOR US TO  
ATTRACT THE  
BEST PEOPLE.**

WOW Case Study Solution:  
**Creative Roots Landscaping**

“ We were having a hell of a time finding good people and it was the single biggest limiter to our growth. We also realized that we sucked at promoting ourselves - we had no signage, generic trucks and hardly a concise message.

Once we defined our brand, communicating our difference became second nature - especially to our employees. We even implemented a profit-share system that got everyone intimately involved in the company. Now we have no shortage of great people wanting to work for us. ”

*Ryan Markewich, Founder*  
Creative Roots - Kelowna, Canada

**creativeROOTS**  
LANDSCAPING



# No. 4 PLAN

WOW Case Study Solution:  
**Treegroup**

## OUR BRAND HAS GROWN WITHOUT MUCH OF A **PLAN.**

“ Over the years, our success and growth into one of the region's largest real estate developers came with a negative side-effect. We found ourselves operating under a variety of different names and divisions. We were diluting our presence and even confusing our business partners.

WOW Branding helped us create a new brand architecture and master brand including logo, marketing materials, website, etc. It has united our business divisions and given us a much stronger and consistent presence in front of our business partners, employees, the media and the public in general. ”

*Derek Chichak, President and COO*  
Treegroup - Vancouver, Canada

**treegroup™**  
*everybody wins*



Nº5  
PRIDE

I WANT TO FEEL  
**PROUD** OF OUR  
BRAND AGAIN.

WOW Case Study Solution:  
**Space Energy**

“ In our initial efforts to attract investors and raise capital, WOW Branding helped us develop a visual brand identity that is a true reflection of the pioneer position we hold in an emerging industry. First impressions last, and when we approach our stakeholders, it is essential that we come across as a credible and professional organization.

The communications tools developed by WOW not only gives us the best possible platform to reach out to our stakeholders, it gives us enormous internal pride as it enables us to professionally express the extraordinary nature of our venture. ”

*Stephan Tenssel, Director, CEO, Principal*  
Space Energy - Schaffhausen, Switzerland



**SPACE ENERGY™**



ISN'T IT TIME TO  
TAKE YOUR  
BRAND AND  
BUSINESS  
FROM TIRED  
TO INSPIRED?

**Give us a call,** or send us an email,  
and we will benchmark your brand  
against your competition and present  
the conclusions when we meet.

We want to have qualified discussion about your brand identity and position.  
And how to change it...

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**Phone:** 1.866.977.1188 toll-free

**email:** [bememorable@wowbranding.com](mailto:bememorable@wowbranding.com)

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**WOW Branding**

**Location:** Vancouver, Canada

**Claim to fame:** Names and identities for the brave

We have more than 15 years of experience in creating authentic and memorable brands for companies who want to stand out in their competitive landscape.

By utilizing our proven tools and processes, we help leaders develop a strategic foundation and a creative universe that revitalizes their brand and business.



names + identities for the **brave**



