

RECHERCHE DIGITAL BRAND CENTER OF EXCELLENCE

October, 2017



**Recherche
Digital**

PRESENTATIONS | DIGITALISATION | AUTOMATION

Font Name: Segoe UI

1. Heading should be capital letters.
2. Banner Heading Color should be White/Black



AGENDA

- With “Stand out from crowd” vs. “ Presentation | Digitalisation
- Template Update
- Guideline Updates
- 3 Deadly Sins of Messaging
- Brand Training Strategy Roadmap

RECHERCHE DIGITAL BACKGROUND



- Consistent use of “Recherche Digital ” when referring to the company is part of our brand guideline
- Inconsistent usage / applications of Tag lines
- Current Brand Identity guidelines are open to interpretation, restrict same
- Brand should reflect our move to “Digital service provider”



BRAND USAGE SUMMARY



PRIMARY USAGE



Use to represent the Brand and Company

Use when referring to us as legal business entity

Use on all marketing materials and collateral

PRODUCT USAGE



Use only when Branding on Products

SPECIAL USAGE



Use only when space is very limited

Use only when Recherche Digital designator is used in lead position prominently and clearly

SPECIFIC USAGE OF THE RECHERCHE EMSIGNIA LOGO VS. RECHERCHE DIGITAL DESIGNATOR



	Mark	When to Use	Guidance	Brand Compliance Guidance
Emsignia		<ul style="list-style-type: none"> Product branding Areas where space is limited 	<p>Although the Recherche Digital designator is preferred, the Emsignia can be used when space is at a premium</p>	<p>Only use the Emsignia alone when:</p> <ul style="list-style-type: none"> Horizontal and vertical space are limited When full designator already appears somewhere in the same area AND the context is extensively branded Motorola Solutions (e.g. tradeshow booth, website) Preserve the visual impact of the mark
Recherche Digital Designator		<ul style="list-style-type: none"> Advertising Presentations All Marketing Collateral Direct Mail Demand Gen Product Documentation Trade Shows Tradeshow Apparel tchotchke Facility Branding Motorolasolutions.com Checks* Contracts* POs, Invoices* Internal Comms Press Releases Business Cards Facilities Letterhead Fax Cover Sheets Interoffice Memos 	<ul style="list-style-type: none"> Use as primary designator of our company in all printed, physical, and digital materials Externally, the designator is to be used in press materials to describe our unique business versus Motorola Mobility Use for legal and financial documents 	<p>Use in all instances, with the exception of space limitations (see above) and product branding</p> <ul style="list-style-type: none"> Anywhere where the corporate entity is being referred to (e.g. ads, brochures, legal and financial communications) Business cards must be branded Recherche Digital Presentation templates must use the Recherche Digital

ROLLOUT APPROACH



Existing Materials

- Identify assets to change, assess impact, and prioritize execution
- Develop and verify timeline to implement
- Communicate intent

In Progress Materials

- Identify assets in progress
- If branding can be changed without high cost, implement change now
- If branding cannot be changed, identify next opportunity for update/cost

Future Materials

- All future materials must comply with new Brand guidance...that means using the Recherche Digital designator going forward.

Full implementation by January 1, 2018

RECHERCHE DIGITAL TEMPLATE REFRESH

GUIDELINE UPDATE: VIDEO CLOSING SLIDE



Consistent closing slide for all videos

- Recherche Digital vertical and horizontal versions with legalese
- Guidance
- Closing template

LETTERHEAD / ENVELOPES



Header



Footer



New letterhead with MSI designator to be updated in April in Tigers
Source files and specifications added to Brand Playbook

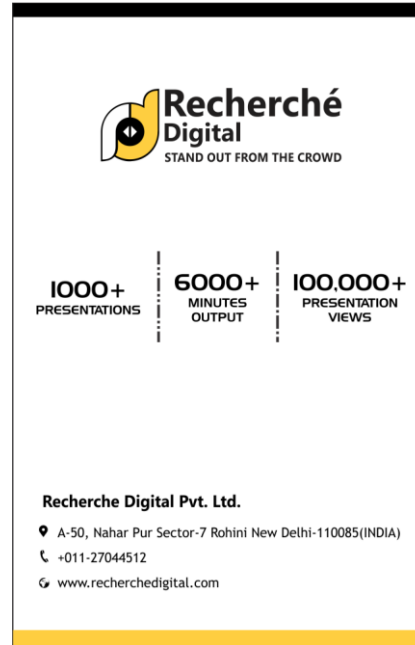
IDENTITY CARDS



Front



Back



BUSINESS CARDS



BACK



The back of the business card features the Recherché Digital logo in the top left, a QR code below it, and a circular portrait of Harish K Saini in the center. To the right of the portrait is a WhatsApp icon and the phone number +91-9999 34 44 54. The bottom of the card has a yellow background with contact information.

Recherché Digital
Stand Out from The Crowd

+91-9999 34 44 54




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FRONT



The front of the business card has a dark background with a geometric pattern. It features the Recherché Digital logo and tagline in the center, followed by the headline 'Digitalizing your Business' and a list of services at the bottom.

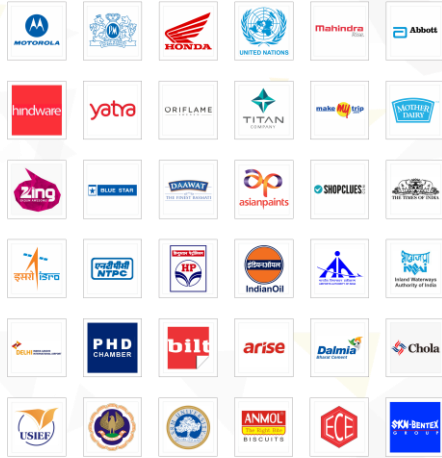
Recherché Digital
Presentations | Digitalization | Automation

Digitalizing your Business

Business Digitalization | NxG Presentation, Video & TVC | Intelligent Website
Automations | Interactive Mobile Marketing | Internet Marketing



YOU ARE IN GOOD COMPANY!



CERTIFIED & AWARDED BY



UPCOMING GUIDELINE ENHANCEMENTS



Video Guideline Updates

- Toolkit
- Storytelling
- Common threads / elements to drive consistency
- Music
- VO guidance
- Text treatment

Video Guidelines need to be updated. This is a Q2 priority!



ASK: CONTINUE YOUR COMMITMENT TO:

- Storytelling Framework
- Customer as Hero
- Disrupting Status Quo
- “You Phrasing”
- Differentiation

Type of Language | Tone of Language | Storytelling Approach

MATTEL BRAND REFRESH



Adobe Summit:

Mattel COO shared their journey to refreshing their brand and image and it was similar to ours in a way. Talked about how they "re-framed the conversation w/o reinventing the brand." How they moved from a toy company to a creation company. Said to find their way forward, they had to remember what made them great in the first place. Check out this awesome video of how they relaunched Barbie.

WATCH VIDEO: <https://www.youtube.com/watch?v=l1vnsqbnAkk>

EMOTIONAL CONNECTION



The best product videos focus not on the product itself, but on the stories of the people who use it.

Technology writer and NYU Professor [Clay Shirky](#) has a great chapter in [his first book](#) about the pervasiveness of communications tools in our lives. In it, he explains [that technology doesn't truly get interesting until it becomes so ingrained in our lives it turns invisible](#). No product video shows this "invisibility" of really good products better than Google's "The Web is What You Make It" series.

The video below demonstrates how seamlessly Google and all of its products have melded into our lives and become a part of how we interact. It's a video about experience, not software, and that is arguably what the company truly creates.

- Hubspot Article: "The Best Promotional Product Videos Ever (And Why They Make You Buy)"
 - Full article: <http://blog.hubspot.com/marketing/best-product-videos-list>

EMOTIONAL CONNECTION



Google's "The Web is What You Make It" series.

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Recherche Digital STORYTELLING FRAMEWORK



Character /
Customer

Who are they &
what do they want?

With a
Problem

Define the customer's
problem

Meets a
Guide

Who understands
their fears and challenges

That gives
Them a Plan

Our solution /
differentiation

That Calls
Them to Action

Hero accepts quest

That results in either

Success

Failure



Identity Transformation:
Customer as Hero

RD STORYTELLING FRAMEWORK



- There is a customer(hero) with a problem (we need to understand their problem(s) and what we solve for specific to that problem)
- They meet a guide / mentor (MSI) that understands their challenges (We are not the hero of the story...our customers are the hero and we are the “mentor”)
- The guide gives them a plan (this is our solution / differentiation) with a call to action
- The customer can either decide to accept the call to action or not. The power in any good story (and to help disrupt status quo) is to show the contrast between accepting the plan / call to action or not accepting it. Showing contrast between action and no action helps to move the customer from status quo to action!

2018 BRAND FOCUS

BRAND TRAINING: UNIFIED BRAND STRATEGY



Strong integrated Brand Experience

- Is our brand experience consistent across all channels?
- Is our brand voice evident in everything we say and do (storytelling, messaging, copywriting)?
- Do you regularly reference the brand playbook?
- Do you hold your agency partners accountable and ensure they adhere to our brand guidelines?

Striking the Right Balance between Brand Consistency and Local Relevancy

- Do you ensure you are locally relevant...while still in brand?
- Do you freely communicate what makes us different and what unique value(s) we offer?
- Do you spend time focusing on developing QUALITY CONTENT AND HEADLINES ...and not rely on creative assets alone, to tell your stories?

Evoking an emotional connection

- Does our brand experience stand out?
- Do you readily communicate the aspects of the experience drive our brand?
- Do you position our customers as hero and/or products/services and solutions as MENTORS?
- Do you deliver engaging customer experience that focus on solving customer problems?
- Do you use strategies and tactics (from BRAND COE) that strive to build and emotional connection with our customers?

Consistency in brand experience is strengthened when companies devote a great deal of time and energy to training employees so they reflect the brand's core values and know how to express that to customers.

THANK YOU



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