

How a Strategic **Brainstorming** Session Brought **Clarity** to a New Product

Industry: Luxury & Consumer Goods

About Umbrelly Welly

Umbrelly Welly is an innovative fashion consumer goods startup launching in Summer 2020. Its patented umbrella outerwear solution will revolutionize the rain gear industry and let users embrace a rainy day.

Challenge

Go-To-Market Strategy

With a product that can appeal to many different audiences, **Umbrelly Welly's** challenge was to find the right go-to-market strategy that could tap into the organization's internal resources while staying true to the brand values.

"Virginie and Lori were open and willing to take on a start up brand and team to really set the stage for their digital launch strategy. They brought order and collaboration to a group of friends and brand supporters and in the end we came away with a thoughtful and executable foundation in the way we will look to define our brand, launch our story and spend our digital dollars. Thank you again!!"

Nina Boone

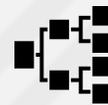
Founder & CEO, Umbrelly Welly



10 Participants composed of executives, designers, friends, and investors



Improvisation & empathetic exercises



Personas and go-to-market strategies

Results that Speak Volumes

In an open and co-creative brainstorming session, our team explored and discussed potential go-to-market strategy options to find an economical and efficient tactical solution for Umbrelly Welly. We kicked off the session with an improvisation exercise to remove people from their own stories. By opening participants' minds, the meeting unleashed creativity and ideation capacity. We worked through a persona 'making sense' exercise to explore 10 types of audiences using an empathetic mindset.

At the end of the session, we had a clear description of three distinct audiences whose lives would be improved and connected to the brand's values. The team left with a distinct understanding of the tactical approaches to several go-to-market strategies that included audience persona, creative advertising campaign ideas, and brand positioning with emotional and functional benefits. A report with an innovative funnel strategy was delivered to guide the team into execution and maximize marketing ROI.



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How New **Brand Positioning** Brought an Environmental Nonprofit's **Story** to Life

Industry: Environmental Nonprofit

About Forest Founders

Forest Founders is the only 501c-3 non-profit organization that empowers individuals and businesses to actively combat climate change through gamified engagement, education, and innovative “carbon accountability” solutions that harness the positive power of responsible consumerism to efficiently plant trees with trusted partner organizations.

Challenge

Go-To-Market Strategy

Forest Founders had an urgent need to build its subscriber base and lay the groundwork for plans to launch a unique loyalty program app, develop an educational curriculum, and attract corporate sponsors. Reflecting on the current (or original) website, quickly pulled together by his engineering team, the President and Founder realized its generic story was not compelling and relevant to the variety of audiences he sought to engage.

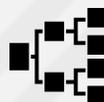
“AcornOak challenged my preconceived notions about my organization’s values and the clarity I gained was one of the biggest benefits of the process. I have already recommended them as a vendor because they are approachable, easy to work with, and insightful.”

Ford Seeman

President & Founder, Forest Founders



4 Buyer Personas based on Market Research & Data



2 Marketing Funnels with Go-to-Market Strategies



New Website Content and Design & Navigation Tips

Results that Speak Volumes

Working under a tight timeframe and budget, AcornOak used brand architecture methodologies and competitor analyses to bring clarity to the organization’s essence and identity through the eyes of consumers. This led to revisions in their core values and impacted the company’s vision, brand position, and mission statements. Next, we identified and developed four distinct personas or audiences for whom marketing and outreach efforts would be tailored, in alignment with the long-term goals of the organization.

Based on the client’s urgency to gain traction, sales and marketing funnels for two audiences were designed outlining go-to-market plans with ideas for cost-effective, high-impact campaigns. To move website visitors from discovering Forest Founders to taking immediate action, we proposed web design and navigation improvements and crafted a new brand story through engaging copy, clear calls-to-action on each page, and the key differentiation, vision, mission, and values we developed as part of our value proposition and brand positioning work.

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How a **Blogger** Outreach Campaign Created Significant Bookings

Industry: Tourism

About Lana'i Visitor Bureau

The mission of the **Lāna'i Visitors Bureau**, a 501(c)(6) non-profit corporation, is to create sustainable, diversified travel demand for Lāna'i. It promotes leisure and business travel, including meetings and conventions, and acts as a catalyst for improving and expanding Lāna'i's wide-ranging offerings and experiences, while creating economic opportunities through tourism.

Challenge

Lead Generation

As one of the least known of Hawaiian Islands with 90% private land, the goal was to increase awareness and bookings to the island and to work with the luxury partners and the economically challenged local residents.

"AcornOak effortlessly brings innovative ideas, education, and unbridled energy to their work. They are excellent communicators on all levels and champion strategists. Their talents and counsel combined continue to produce unprecedented coverage and "buzz," particularly for our less known Island of Lāna'i."

Keli'i Brown

Keli'i Brown, Public Relations and Promotions Director

516% Google Search for "Visit Lanai"

715% ROI based on production cost

1.5M ROI based on PR/SM value

Results that Speak Volumes

This program combined a team of expert travel bloggers creating content over a 6-month period that was re-shared and keyword-managed to cross-pollinate each audience.

At the same time, we trained local businesses to effectively understand the social marketing the bloggers provided, as a way to develop their own social media skills internally.

By combining a social media campaign, blogger outreach, content marketing, and training, we achieved significant results:

1. 55 blog posts earned 381,000 average monthly views, some with added audio and video podcasts, and over 200 high quality photographs were shared across several platforms.
2. Content was syndicated in major outlets such as USA Today, The Atlantic, and Lonely Planet and received glowing media coverage in MediaPost and This Week in Travel.
3. Google search results exploded, resulting in an increase in visitor spend by 28%.



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How Understanding Market Audience Drives Better Brand Visibility

Industry: Security

About Art Guard

For well over a decade, Art Guard, an art security manufacturer, has been a leader in providing innovative and cost-effective security solutions for the protection of art and other valuable assets. With close to 500 installations in large and small museums, galleries, private collectors' homes, corporations, hotels, libraries and other private and public facilities in North America and around the world, the organization is the premier art and asset security solution with customizable products to cover any application in any environment.

Challenge

Market Strategy

Started in 2006, the company had grown organically, mostly with the personal connections from the 2-person team. The company was unsure how to go forward with a mix of clients and a highly segmented market. AcornOak was hired to provide market research, business strategy and execution, as well as executive coaching.

"AcornOak has a wide knowledge of online tools and metrics, a highly developed grasp of the elements and process of creating a sales funnel."

Bill Anderson,
CEO

150% Web Traffic Increase

45% Revenue Increase

3 Campaigns per month

Results that Speak Volumes

Through research and market analysis, we were able to identify and make sense of the various audiences impacting Art Guard's business growth.

1. Direct channel with businesses with museums, galleries and private art owners
2. Indirect channel composed of security dealers and installers
3. Influencers channel with insurers and art advisors

For each audience, we built a marketing funnel composed of various campaigns to capture their attention with highly relevant content creating engagement and new brand exposure.

