



the starr conspiracy

The **Mirror** Test

A CASE STUDY



Your Company Name No Longer Reflects **Who You Are**. Now What?

Now It's Time for a New Identity

Your name says a lot about you. That's great when it says what you want it to say. But what happens when your business changes? What happens when it grows? Your name is still describing a company — but it's no longer describing *your* company.

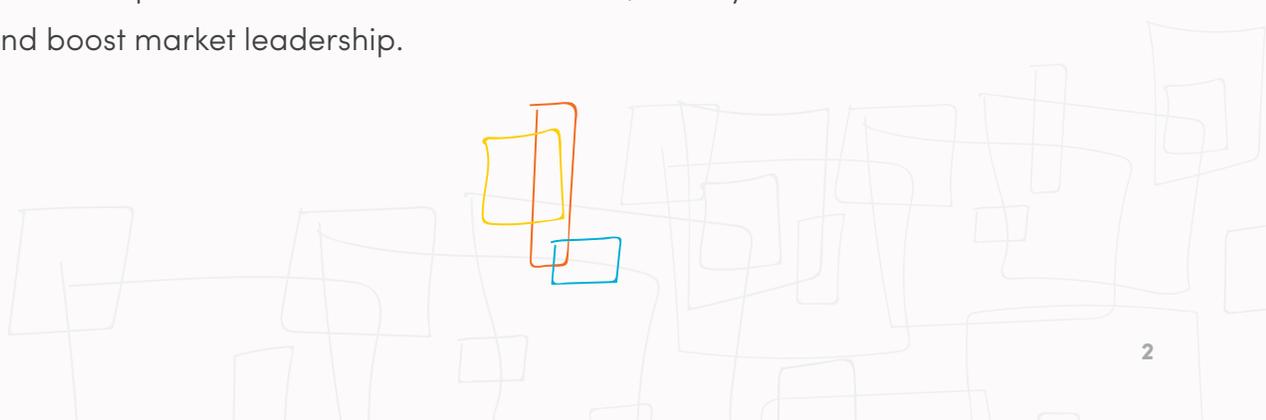
It's a common problem for organizations that continually seek to expand — which is just about every organization. When businesses begin as a point solution, they often concoct a name that works well at the time.

Then times change.

As the company becomes increasingly successful — offering new products, new features, new everything — it eventually grows beyond its name. It's now stuck with an identity that conjures who the brand was, not who it is today, and certainly not who it could be tomorrow.

To capture the attention of buyers, you need a name that captures your brand.

Building your business can be tough. But changing your name doesn't have to be. Here's an example of how we helped a client to rename themselves, so they were able to excite the right buyers and boost market leadership.



THE PROBLEM

The Same Becomes Lame

When a leading call-recording company grew to include a wider range of services, they realized their original name ceased to express who they had become. As a result, the organization came to The Starr Conspiracy for help renaming themselves to connect more effectively with buyers, increase sales, and build brand equity.

The firm was originally founded as a solution for call centers that used the company's software to record calls customers had with representatives. Over time, though, the market and the business evolved.

A slew of competitors soon popped up offering call centers a slew of services. Unlike their competitors, though, this company was now a full-service platform of tools for the modern contact center. If only buyers actually knew that. If only they didn't continue to think of the company as a simple call-recording tool.

The organization realized that yesterday's name no longer expressed who they are today.

It was time for the company to liberate themselves from the shackles of their restrictive name — to take on a new name that spoke to the breadth of the company's solutions. The new name also had to be easy to spell, pronounce, and remember.

That's where The Starr Conspiracy stepped in to help. Read on to discover how we helped the organization conceive an evocative, provocative, and impactful new identity.



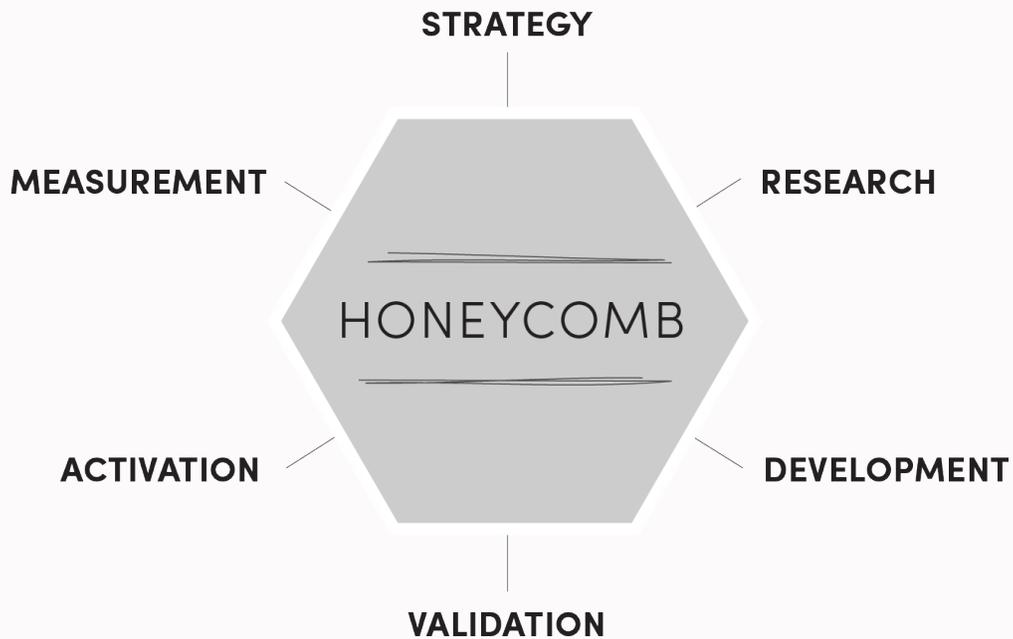


THE SOLVE

Calling for a New Identity?

To help the organization rename themselves, The Starr Conspiracy took the company through our Honeycomb Process. It's a vital journey to help the enterprise discover their Drive,¹ develop impactful messages, and engage with radical buyers — those who share the brand's opinions, beliefs, and attitudes.

HERE'S WHAT WE DID:



¹ A company's Drive consists of the internal factors that define a client's voice. Those factors include: obsession (core desire), gifts, traps, fears, legacy (goal), and archetype.



Strategy: After guiding the company through a range of naming conventions, we worked to create an identity that would sound completely different from the competition. The new name would evoke productivity and embody the brand's caring, supportive, and positive persona.

Ultimately, for real impact, the company chose a word that wasn't real — the best way to epitomize all the company stood for was to develop a totally new word. But, of course, we didn't just combine a bunch of letters haphazardly.

Research: The Starr Conspiracy conducted extensive internal and external stakeholder interviews, as well as a competitive analysis, to inform naming recommendations. We spoke to executive team members, managers, and customers to gain valuable insights about impressions of the company, so the firm could make a great impression with a new name.

We also tested various ways of describing the company, complete with numerous value propositions and concepts to get a good sense of what sort of name would grab attention, maintain clarity, and draw the right buyers.

Development: The Starr Conspiracy identified a range of characteristics and variables to improve the organization's perception of themselves and their buyers, including:

- **Drive Variables:** Defining who the company is
- **Message Variables:** Detailing what the company does
- **Functional Associations:** Primary features the business wants to be known for
- **Brand Attributes:** Main characteristics of the brand
- **Brand Archetype:** Overarching personality

We also developed a message guide, tagline, boilerplate, and other materials to drive marketing efforts.

Validation: The Starr Conspiracy validated the new naming framework with the client's senior leadership and major customers.

Activation: After settling on the new name, The Starr Conspiracy worked with the vendor to develop an inside-out rollout. The new identity was first socialized with employees, followed by customers, analysts, and finally prospects.

- **Employees:** The Starr Conspiracy helped employees understand the purpose of the name change to empower them to serve as brand ambassadors
- **Customers:** We then gave a brand preview to a group of key customers to build a sense of exclusivity before announcing the change to all customers
- **Analysts:** We developed presentations with a strong sizzle factor to engage analysts and build excitement for the updated brand.
- **Prospects:** Finally, we rolled out an extensive multimedia campaign to create a brand explosion for buyers.

Measurement: The Starr Conspiracy engages in continued measurement studies to bolster brand awareness, functional association, and brand affinity.



THE RESULT

This Ain't Your Grandfather's Call Center

The company's new naming approach boosted brand awareness and helped position the business as a partner to help power the modern call center. Buyers increasingly became aware of the vendor as a leading contact center workforce optimization solution — a far cry from the company's beginnings as a call-recording product.

The new name also highlighted and differentiated the brand in the market as a complete, integrated suite of solutions that included speech analytics, agent coaching, quality management, satisfaction surveys, and other tools.

With their new name, the organization continues to thrive as an industry-leading technology provider. Now when they look in the mirror, their reflection matches who they are as a company, enabling them to market themselves more authentically and connect with buyers on a deeper level.

A great success story, right?
Let's discuss creating one of your own.



Would **Your Company** Pass the **Mirror Test?**

We'll help you figure it all out.

We could write about naming products forever, but we'd rather have a conversation. Let's talk about your naming needs and how to connect better with your buyers. We'd be happy to help.

LET'S TALK

About The Starr Conspiracy

The Starr Conspiracy embraces the humanity in business to build brands that have emotional resonance. More than a global business-to-business marketing agency, we're a movement. We're changing the way technology companies view themselves, their customers, and the world. Unlike conventional agencies, we fuse advertising, technology, and advisory services in completely new ways — ways that defy categorization and challenge the old-school agency structure.

