



the starr conspiracy

The Biggest **Lie**: It's What's on the **Inside** That Counts

A CASE STUDY



What Does Your **Visual Identity** Say About **You**?

Judging a Book by Its Cover

You've heard the cliché about judging a book by its cover. Except, you're not Random House. And buyers are unquestionably judging you by your appearance. In fact, your visual identity is sometimes the first aspect of your brand that buyers experience.

So the question becomes: Are you conveying the right image to attract the right buyers?

All your visuals — from your logo to your website — need to communicate not so much what you do but who you are as a company. The best organizations evoke visceral responses among their target audiences. Likewise, when buyers see your brand, they should immediately feel a strong connection with you.

It's not about what buyers see but what they feel when viewing your brand.

Which is to say that you actually want buyers to experience a knee-jerk reaction when they see you. You want them to judge you by first impressions. Which is why, of course, you also want to ensure that you look mighty fine to improve your odds of attracting mighty fine buyers.

Here's an example of how we worked with a client to transform their messaging and visual identity to take advantage of new marketing opportunities.

THE PROBLEM

Slamming the Status Quo

How do you effectively market yourself if you're struggling to clearly explain what you do? That's the challenge that a recruitment marketing company faced when it approached The Starr Conspiracy.

The organization was eager to showcase itself as a transformative service enabling buyers to manage all their recruitment marketing needs in a single platform. However, buyers were used to the status quo — a market strewn with service providers that focused on individual aspects of recruitment marketing, from social media to referrals to job postings to you name it.

The company needed an image capable of smashing through the clutter to relay their ability to connect dots between traditionally disconnected recruitment processes. The business was also adamant about helping buyers address root causes of problems for long-term success rather than offer the same Band-Aids proposed by competitors.

The company sought to resonate with buyers who were tired of the current state and wanted to pursue a better future.

The business had already been advertising its ability to give recruiters greater control and capabilities they never had. They had already been promoting opportunities to streamline processes, save time and money, improve efficiency, and manage data holistically. Still, buyers weren't flocking.

It was time for a new message and visual identity that would help the company connect with fellow progressive buyers.

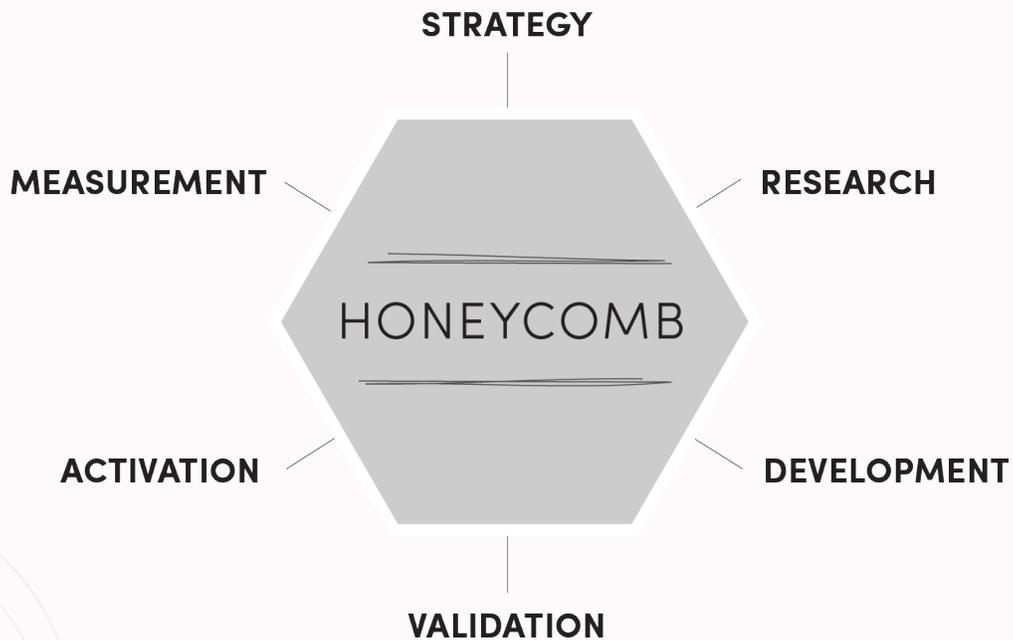


THE SOLVE

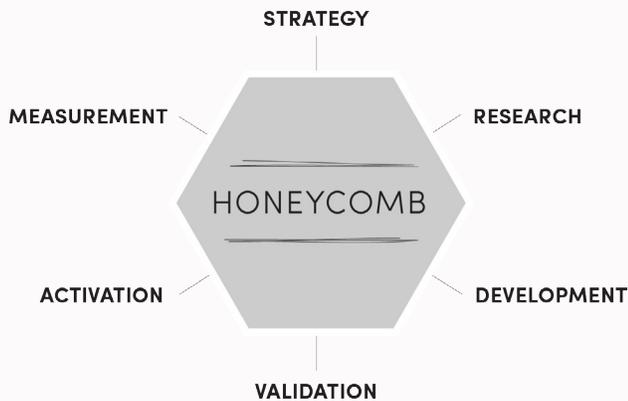
Revamping Recruiting

To help the organization revamp its image, as with all projects we conduct, The Starr Conspiracy took the company through our Honeycomb Process. It's a vital journey to help the enterprise discover its Drive,¹ develop impactful messages, understand their new category, and engage with radical buyers – those who share the organization's passion.

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: The Starr Conspiracy devised a strategy that focused not on touting technical aspects but creating emotional resonance with prospective clients.

Additionally, we helped rebrand the business as a “recruitment marketing platform,” a term you probably know now, but only because innovative companies like this one pioneered it to address buyer frustrations in distinctive ways.

Research: The Starr Conspiracy conducted a competitive analysis and extensive internal and external stakeholder interviews to help the company develop a compelling vision.

Development: The Starr Conspiracy identified a range of characteristics and variables to improve the organization’s ability to craft an impactful image:

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

Validation: The Starr Conspiracy validated the project with the company’s senior leadership and its major clients, as well as via intensive competitive-intelligence analysis.

Activation: We produced message guides for internal and ongoing message development to drive marketing efforts. Additionally, we developed a new visual identity and brand standards guide to ensure that the client was able to maintain a bold image.

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

THE RESULT

A New Identity

As a result of going through our Honeycomb Process, the company rebranded itself with new messaging, as well as a new logo, website, color scheme, and graphics guide. Importantly, it was able to market itself so that buyers felt the business was a kindred spirit with which they could partner to improve their own businesses in new and unique ways.

Indeed, following its transformation, the organization experienced immediate results in sales efficiency and velocity, lured bigger clients, received greater funding, and garnered more testimonials.

Additionally, the organization gained alignment among employees, prospects (market), and clients around a new, unified voice. Specifically, the business rallied around its message variables:

Radical Buyer: The company was better able to connect with their most passionate audience: forward-thinking enterprises that wanted a simpler, better, more sensible process while getting the most value for their recruitment dollars.

Category: The enterprise gained a greater understanding of its category so it could effectively market itself as a one-stop shop for recruitment marketing.

Essential Value: The organization discovered how to use its voice to convey its value as a transformative platform capable of streamlining recruitment marketing for greater efficiency and long-term results.

Competition: The company was able to rise above stand-alone service providers and niche products to offer a more comprehensive, holistic experience for buyers.

Choice Factor: The organization gained clarity on why buyers would choose them over their competitors – namely because the enterprise offered a single organically built platform.

Functional Associations: The business was still able to promote its various features, but it now did so through the lens of its Drive by focusing primarily on its personality to foster emotional resonance.



Ultimately, the company recognized that at the end of the day, their business hinges on people buying products from people to help people. As a result, it infused humanity into its marketing efforts to develop messaging and imagery consistent with its values.

They also realized that — surprise! — you could look good in the process. And should look good in the process, not for the sake of vanity but to lure buyers. Today, the business is looking good and doing well in its field.

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



What About **Your** Visual Identity?

The Mirror Test

When you look at your company, what do you see? More important, what do others see? Oh, let's just cut to it: What do you want buyers to see?

We'd be happy to help you figure it all out. We'd love to have a conversation about your imaging and messaging needs and how we can work together to help you find your unique place in the market to attract buyers.

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.