

PINNACLE

brand strategy

contents



History	- p3	Personas	- p20
Opportunities	- p4	Social/ Channel	- p21
Landscape	- p6	Experience map	
Pinnacle's Truths	- p8	Content	- p22
Internal Strengths	- p17		
Voice & Tone	- p18		
Visual Language / Photography	- p19		

history

builder

to

designer



Builder

Pinnacle has a reputation from years in the business. Known as a good “builder”, great quality and execution. The builder reputation came from the industry inside and the clients who have worked with Pinnacle through Installs and tear-downs, Pinnacle can build anything, they would say.

The outside voice was one of excitement, the impact of the outstanding designs and the connections that were created.

As the design team became stronger, Pinnacle became known by clients as the place where their brands are translating to have impact and meaning.

Designer

Business transactions, creativity and brand awareness were foremost in the consumers mind.

The results seen on trades-show floors, press events and conferences.



the opportunities

opportunity

growth



What we do and why we do it

With a growth in staff and from company acquisitions, having a clear understanding of what we do and why we do it is essential for focus and future client growth.

An opportunity exists to solidify how we communicate both internally and externally to align with our potential clients

market



The competition

Pinnacle has a good reputation from years in the business, yet no established voice or position for what Pinnacle does best at. The competition excel at making their mark.

An opportunity exists to differentiate and strengthen our position for the future.

cultural unity

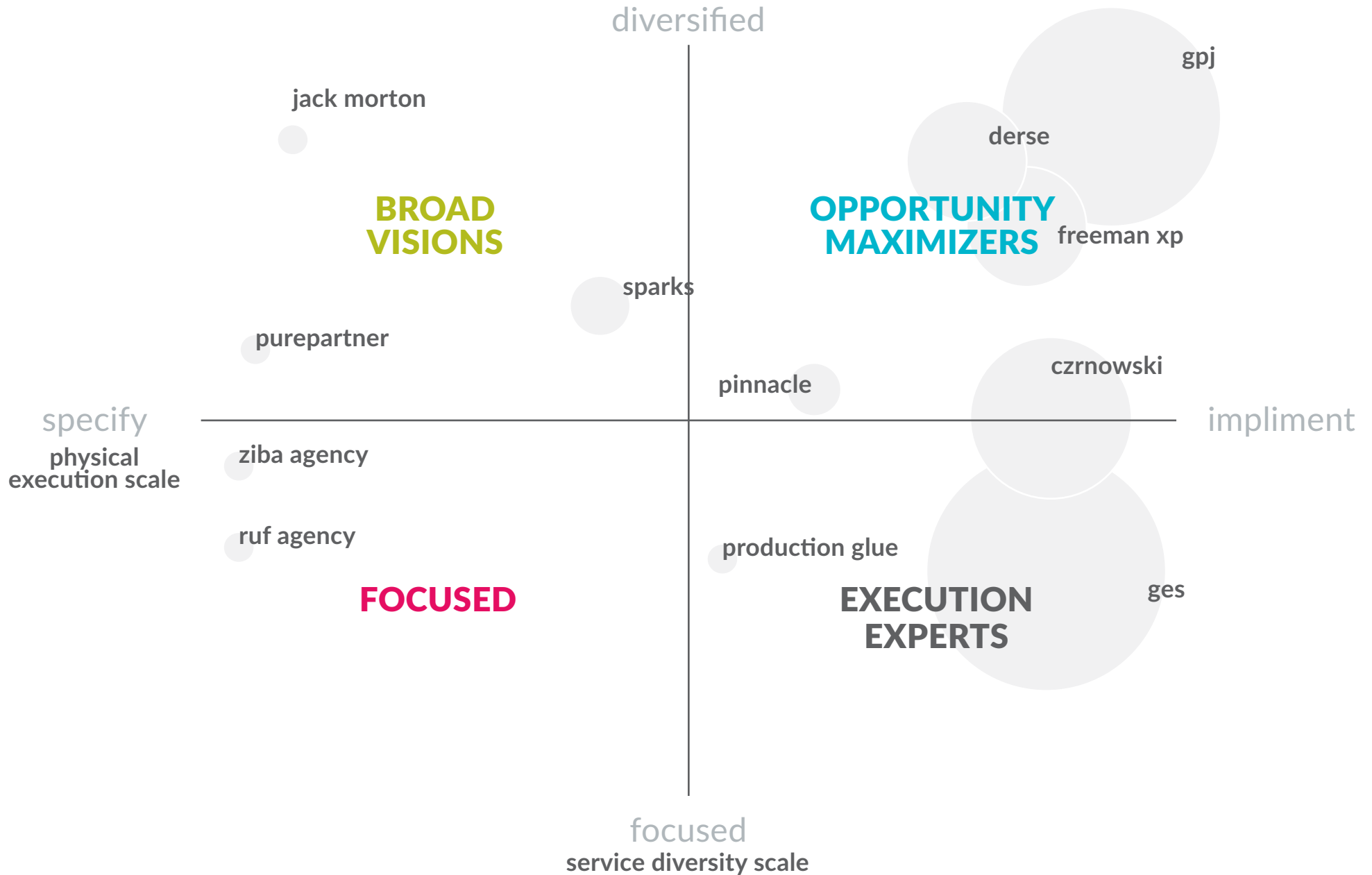


Pinnacle flavor

A strong culture is key to a brand's success. The vibe & culture between locations can be aligned to provide a cohesive client experience and maximize "the good days"

An opportunity exists to unify our people and locations with shared culture and branding.

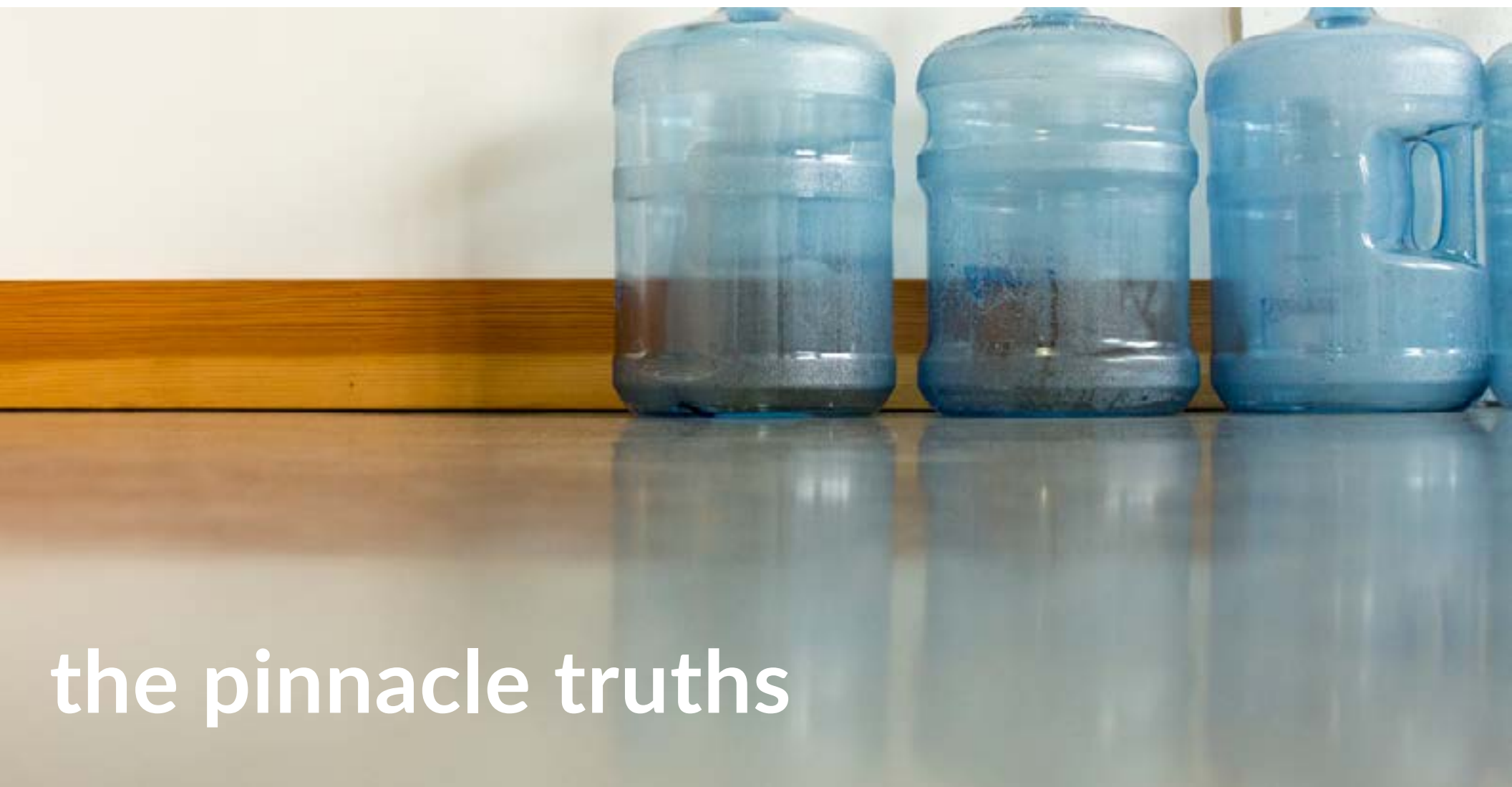
landscape



landscape

experiences
experiential
global
marketing
activation
engagement
agency
results
face to face
environments
results
actively
events

global brand inspired experiences specialist
experiential marketing solutions
global brand experience agency
global event exhibit and events marketing company
activation
social activley engagement environment inspire action
agency
results
meaningful face to face experiences
environments
driven by results
activley engaging environment
events



the pinnacle truths

The “WOW” happens without thinking, a visceral reaction.



“by the time we realize we are thinking, info has already passed through the limbic system and into frontal lobe where those responses are then layered with reason to define meaning and understanding”

The hidden truth...

connecting people





we believe in connecting people by ...

creativity



Meaningful creative inspires audiences to action.

We are confident that large bold ideas make a difference and make us stand out as a company.

We think, make and act in order to make and deliver a shared design vision.

human interaction



In person interactions build the strongest bond for branding, marketing and sales.

In an increasingly digital world we still believe that in-person interactions hold the highest value.

You live for the human moments, providing the best service. Your client & project understand the power of in person interactions.

memorable spaces



Well designed spaces leave positive memories long after the event.

We create spaces that are memorable using human senses of sight, sound and touch. These spaces connect brands to their consumers.

The ultimate goal for Pinnacle and it's clients is to have a memorable space. Start at this big idea and talk down to the details.

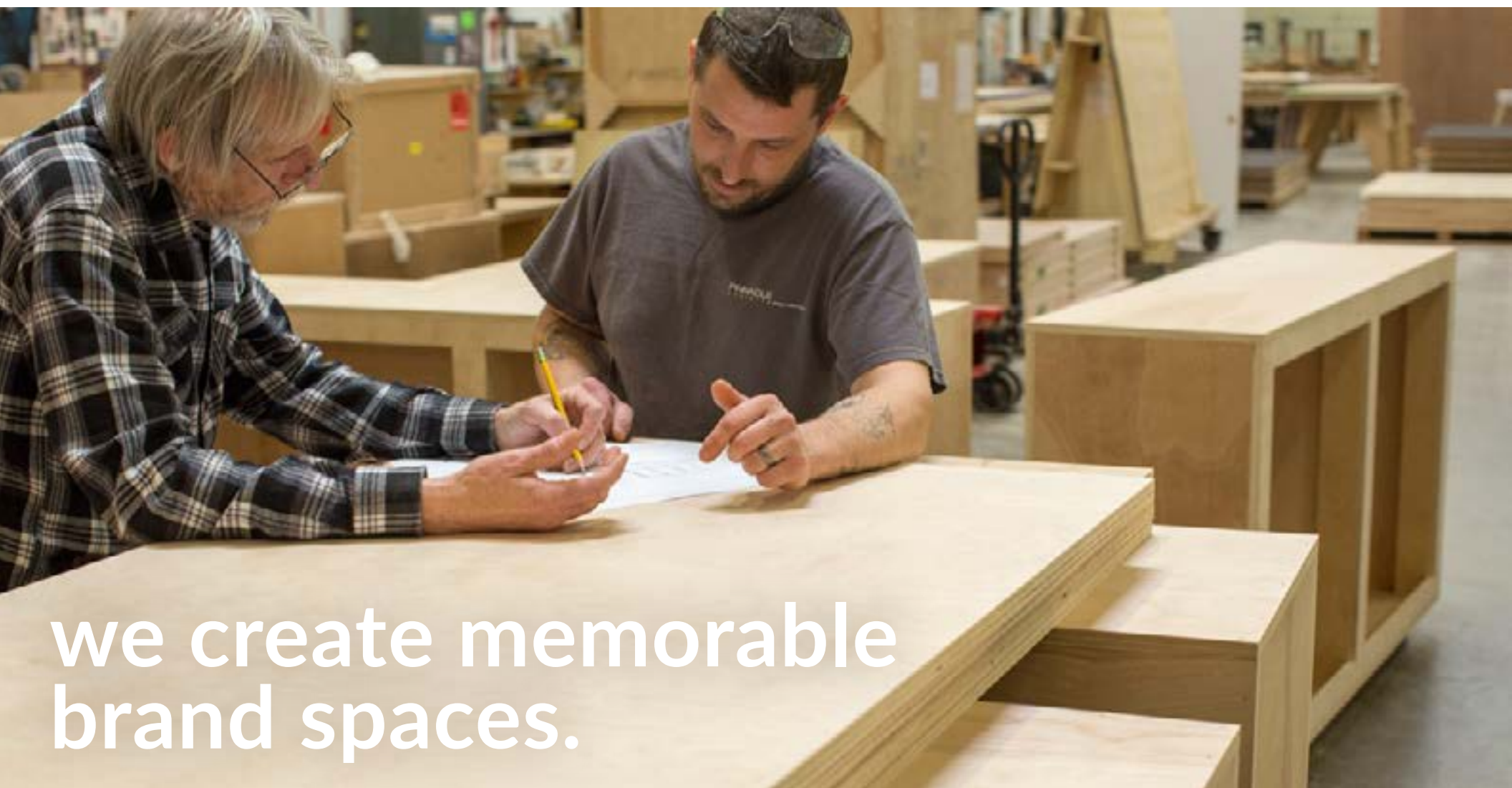
we believe in connecting your people by ...

**creative
creation
memory
memorable
experiential
global
brand
marketing
activation
engagement
agency
results
face to face
environments
spaces
results
actively
meaningful**



we believe in connecting
people





we create memorable
brand spaces.



we act in ways that

go beyond



We value the ability to do what is right by embracing a “no excuses attitude”. This ensures the best outcome and greatest value for our clients.

are flexible



We value adaptability and act in the pursuit of a shared goal. We do not constrain our designs by process, technology, machinery or internal resources.

have expertise



We value expertise through applied skill, knowledge and continuous learning. These are core drivers in all we do.

are honest



We value the highest standards of integrity. We practice transparency in the way we work and communicate

how we speak / aka our voice

voice / personality



Strong - Believing in our words with the confidence that we make a difference. Proud (not cocky) to express our expertise and confidence in the industry.

Simple - The words we use are simple not fussy, the truth is in the good work we do not the fancy words we use. (we are honest)

Professional - We are mature professionals yet we don't take ourselves overly seriously as we understand humans are not robots.

True - we are true to whom we are, motivated, human, creative, our voice speaks truths and avoids the counterfeit. True to our values-emphasizing Design & Creative focused, purveyors of memorable spaces and human Interactions of emotional content or business connections.

tone / mood



We are Pro not “bro”, we don't slur, slang or yo.

We are bright and uplifting, we see the good and spread the positive, leading and inspiring. We speak in compassionate and endearing manner.

Because of our audience, acumen and wisdom, we steer toward the mature and intellectual tone, rather than the jovial or youthful.

We speak to a wide audience so we avoid industry speak and acronyms as specific terminology doesn't work.

We always take the high road and never jump into endless circular word battles.

how we look / our visual language

creativity



human connection



product



Context - We work across many industries, when we visually describe ourselves we start the story with select images that set the context and give a 30ft view, this need not be our product, but a way of providing context. We understand that a viewer may not be directly related to the industry we are presenting and an overview before jumping into details is necessary.

Narrative - Like a good tale, a campfire story or a good bar yarn. A story has meaning and is remembered. We always tell a story, and it highlights our brand, depicting, creativity, human connection and memorable spaces.

Creativity - we highlight the creative points that make a difference. Versed in appropriateness to clients brand and general consumerism.

Human Connection - we show how humans connect in our spaces. The excitement, exchange of words and transactions that only happen in-person.

Memorable Spaces - this is our product done right. The combination of elements shows a space that leaves lasting impressions. Also known as “architecture shot”

persona / target markets

core consumers guiding marketing and brand activities.



Design Zealot

Corporate, Agency & freelance designers



Show Star

Trade-show and marketing managers looking for solutions



Trendonista

Designer graphics, fashion, cfm / marketing brand assistant



Vision Maker

Director / Corporate VP. Brand, sales or Marketing.



Culture Seeker

Internal staff or potential employee

Typical Influencer Role
Miller Heiman Win

TBI / UBI

Realization of amazing design and creative (long term)

UBI

Short term event success

TBI / UBI

recognition, curation and distribution of creative

EBI or UBI

Promoting the big picture, strategic partnerships, brand expression (long term)

n/a

n/a

Their Mantra

Always inspired

Always on and always up to date

Inspire and be inspired

its who and what you know

n/a

Who are they?

Design influencer, designers, artists, creative heads, brand mgr

Trade-show and marketing managers looking for solutions

Stylist and design influencer's, designers, fashionista's, visual researchers, creative

vp's, directors and managers of marketing, sales and biz dev

Staff, friends of staff and potential employees

The reason to believe
(Why they will engage?)

Inspiring design imagery

for news updates and info

style empowerment

Networking news

A peak behind the curtain, community knowledge

Their Power

Technical and community influencer

User and purchase

technical and community influencer

Influencer, selection and purchase

Company culture influencer, word of mouth

Our Objective

Awareness / click through influencer.

Awareness, generation lead

Awareness / click through / influencer

Build awareness, Mastery and Loyalty

Build community, build passion - digital tool -Intra-net replacement

Our Voice

Confident , very design and visually focused

Confident, props to others, delivering facts and industry news that the Show Star finds relevant.

No voice - Descriptive text no editorial (click through to website and folio)

Business first, emphasis on solutions and promotion of ROI and best in class

Fun, comradary portrays " we love working here"

Our Content

Amazing only, amazing pictures of exhibits, design, inspiration and glimpse into the world of Pinnacle agency life.

Industry news, client news, trade-show exhibit re tweets, trends, predictions , voice for upcoming trade shows. Live event feeds

Amazing images of exhibits, interior design, product design, curated boards from Pinnacle, competitors and other industries , set up on multiple boards

Industry articles, endorsements, PR all of which has a business backbone supported with design, experience

pics of social events, happenings in the company. major events - behind the scenes

social / target

drive brand awareness and website click. Using channel appropriate voice and content.



Objective: drive INDUSTRY CONNECTION

News feed for the industry, voice of the industry buzz and the happenings. Generated content and retweets at current events. Showcasing our industry awareness with focus on live shows and events. Live mentions of our clients at events and exhibitions.. Posting with images where possible.

Live Industry Awareness - 80%
Live Consumer Connection -20%

"Good morning vegas! - we are ready for CES2015 are you? -#ces2015 #vegas #electronics #sunrise" -Use popular hashtags. No more than 3

ReTweets- search feeds for event and client specific tweets.
#exhibit #experience #event #tradeshow #industry #tradeshowname

Onsite - "The Kanex Booth is popping today! #kanex #ces2015" - "Lots of people at Belkin right now"

Live Industry Aware



Live Consumer Connection



Objective : drive HUMAN & CULTURE CONNECTION

The Human connection. Showcasing our human and design sides. A mix of design, consumer and company goings on with the emphasis on Human and connections made. Company postings when and where relevant.

Target: Gen marketing /Show Star / Culture Seeker

Consumer Connection from a recent event.
Pinnacle Design Leader recent event
Human / Employee Connection

"It's dress for success day at Pinnacle Portland Design Studio!" -
"Our GM in Irvine fired up the BBQ for his crew today!"

"The power of connecting people at the Belkin / Wemo CES 2015 booth"
"Nice work crew on the great design for Belkin / Linksys Power tower from CES 2015"
"The signature wall at PSX Experience event, encouraging people to sign the wall, being a part of the movement."

Consumer Connection



Pinnacle Design Leader



Human Connection

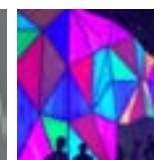


Objective: drive CREATIVE LEADERSHIP

Visual feed - voice of design to showcase design and creative leadership. Everything has to be amazingly beautiful, curated and appealing. No exceptions. Images of what a creative considers the best booths, alongside inspirational images that can be of form, texture and colour.
Images may be of internal non client specific work. Or process as it pertains to design / creative.

Minimal, Factual, descriptive
A focus on beauty and design in the image
"Clean lines, great reveal in the Audi booth today"
"An array of colored pixels which really highlight the shape of the entryway more details..."
"A nice design detail, well executed by Intel"
Use appropriate hashtags:
Quote the designer or use #designerunknown
#exhibit #experience #event #tradeshow #industry #design #details #interior #space #architecture #structure #design

Creative Leader



Pinnacle Design Leader



Objective: drive DESIGN LEADERSHIP

Visual feed - Showcase Pinnacle Design leader No exceptions. Images of the best booths we have created, the best photos.
Target: Trendonista / Design Zealot

Descriptive text with link through to our home page.



client segment

awareness

moment of truth
delivery

experience

content

appropriate engagement

client persona / sales influence

tbi

tbi

tbi

ebi

ubi

culture
seeker

design zealot

trendonista

vision maker

show star



news/culture

creative
inspiration

reason to
engage

creative
inspiration

biz acumen

accomplishment



print ad

digital ad

website

exhibitor

folio

contact

case studies

Sales

employee
event

new
employees

design
imagery

inspiration
boards

visual trends

show reports

biz articles

design
articles

industry
news

case
studies

people
photography

architecture
photography

video

company
generated

content / channel

deliver branded content through relevant optimized channels

	Video				Photography				Editorial			
ASSET	Video "Us"	Video Show Reel	Video Influencer Interview	Influencer	Live Exhibits	Live Exhibits	Exhibits without people	Exhibits with people 4 context	Trend Report	Client / Booth Report	Trend Report	Interviews
DETAIL	Based on Pinnacle	Specific to a client or show	Client interviews or reports	Pinnacle	Pinnacle Live shots at event	Pinnacle Live shots at event	Pinnacle Booth Shots	Pinnacle People Booth Shots	Industry	Pinnacle Booth Report	Design	Client Influence reports
UX	a belief system	our product	Influence awareness	Internal insight to process	humanity and culture	our industry awareness	human interaction	Highlight connectivity & drive awareness	experts viewpoint	experts viewpoint	experts viewpoint	colab & outside experts viewpoint
PRODUCTION SOURCE					Internally generated	Staff at events	Pro Photo	Pro Photo	staff research	staff knowledge	staff knowledge	client knowledge
CHANNEL	Website,	Website, facebook, Twitter	Clients website or media, facebook and twitter	Website	Facebook	Twitter	Web Folio, Facebook, Pinterest	Web Narrative Facebook, Pinterest		Facebook, Website blog, medium	Website blog, medium	Clients website, Medium

WHY:
We believe in the power of creativity to connect people.

HOW:
We think creatively to go beyond, using our deep skill and wisdom, in flexible, adaptable, honest and transparent manner.

WHAT:
We create memorable brand spaces for exhibits, events product launches and installations.

BRAND VALUES:
POWER OF CREATIVE
HUMAN CONNECTION
MEMORABLE SPACES