



Voice Program



September 7, 2023

BUILDING BETTER BRANDS

The DBA Marketing Communications VOICE Program is designed to create a clear, consistent, memorable voice for company brands. We deliver content and design against a brand template that can be applied against multiple tactics. We will also be developing a marketing communications strategy for Pieper Automation that will be used to help the company to meet its overall and industry-specific objectives.

NEXT STEPS

- 1. PRE-DISCOVERY SESSION**
Pieper Automation to recruit a cross section of 8-10 employees to participate in a 2-3 hour, in-person Discovery Session. The agency can send a preview note to each participant to set expectations, if desired. Pieper Automation should also provide a list of competitors for agency to preview before meeting.
- 2. DISCOVERY SESSION**
Agency and Pieper Automation personnel to conduct Discovery. This is a relaxed and lots of times, FUN, experience. It is designed for the agency to better understand the company's business objectives, culture, offerings, customers, their needs, industry trends, messaging and preconceived thoughts on marketing. Agency will ask for any partners or customers to interview to gain an outside perspective on company at this point.
- 3. PARTNER / CUSTOMER INTERVIEWS**
Agency will reach out to partners and customers to schedule and conduct a 20-30 minute interview.
- 4. CREATIVE DIRECTION SHEET**
One week after partner / customer interviews, agency will submit a 6-8 page Creative Direction Sheet that serves as the guiding light for concepting and strategic development. Pieper Automation should provide edits within one week after receipt.
- 5. VOICE & STRATEGIC PRESENTATION**
About 4-5 weeks after CDS approval, agency to present 3 brand directions and a strategic plan.



Once these steps are completed, Pieper Automation and agency will discuss how to execute marketing communications program.