

BUSA

Brand Positioning Statement
1/06/17
Version 1.1

Branding goals

We position **BUSA** as a rock-solid, responsible player in the development of multi-family, retail and commercial projects in our service area.

1. Make **BUSA** a powerful ally for developers and property owners to bring with them to the bank when they are funding their projects.
2. Show our growth in capabilities over the last decade in order to be a strong player for the next tier of projects, both in size and budget.
3. Position ourselves for the imminent shift into high-end build-out in our primary geographic market.

Position

Our Position is how we think of ourselves – the image we want to put out to the world in terms of product, attitude, experience. Our Brand, on the other hand, is what the world thinks of us as a result of their experience with our communications and our work. The sweet spot is when our Brand matches our Position.

BUSA Building is a forward thinking company that leverages decades of experience in multi-family and commercial construction projects to deliver realistic bidding, fair pricing, and top quality work.

We know going in what a job is going to take, plan for it, and make it so.

We anticipate problems before they become crises, and handle unanticipated hurdles with confidence and expert solutions.

Differentiation

How our service is different from the others, in a way that makes clients put our proposals on the A-list. We can be different both in niche and in performance of service.

BUSA understands what it takes to make great design work. We have a special flair for Brooklyn chic, and have a range of capabilities that help us to translate the most challenging aesthetics into efficient and quality construction.

BUSA also understands what it takes to get the job done properly. Our bids are fair, without cutting corners. Because long after we're done, those corners are what our clients will live with.

Elevator Pitch

BUSA knows what it takes to make great design work. And we *have* what it takes.

Philosophy

1. **Understand the project.** Nothing happens till all the questions are answered.
2. **Anticipate the stumbling blocks.** We don't like surprises.
3. **Bid realistically.** The bid needs to reflect the cost to *do* the job, not the number to *get* the job.
4. **Plan, plan ahead.** After we plan, we check our plans. If there are no cracks, nothing can slip through them.
5. **Bring the right people and tools to the job.**
6. **Check in often.** We want our client to be on the same page, and in our businesses, the pages turn rapidly.
7. **Finish to satisfaction.** We have to be 100% satisfied with the work, and be sure our client is 100% satisfied, too.
8. **Clean up spotlessly.**

Reputation

Relying on reputation is the cheapest form of advertising. It takes no money.

But it does take precise attention to our work, and passionate commitment to our client's satisfaction.

BUSA is almost completely reliant on referrals for our projects. Our repeat customers prove it's working.

That speaks volumes about how we do our job.

Pronunciation

BUSA can be pronounced in a number of ways. We make a decision and come up with a strategy to make sure our customers know it.

BUSA	BUSA	BUSA	B•USA
“BOO-sah”	“BUS-sah”	“B’YEV-sah”	“BEE-you-ess-AY”

Training our client base to say the name properly involves repeating it at every opportunity; and perhaps highlighting with the pronunciation in marketing materials in a clever way.

I always think BOO-sah when I see the name, and I think it is far and away the best choice in conjunction with the word “builders.”

SPellinG

The sentence case of your name counts.

“**BUSA**” or “**Busa**” or “**B•USA**”

Be 100% consistent in every communication. The case of the name doesn't have to match the logo, but has to always be written the same way. This includes brochure and web copy, proposals and bids, worksheets, etc.

In emails, don't get lazy about hitting the shift key. If it's to be **Busa**, then don't let it be busa.

Obviously, choosing B•USA will impact everything, from logo to phone messaging. We do not recommend it.

We recommend using **BUSA** in all communications. It retains the “USA” while not stressing it.

Logo

Existing logo



BUSA requires a completely new logo & identity.

The new logo should reflect the brand values described here, most importantly:

DURABLE
WELL CONSTRUCTED
TRUSTWORTHY
TASTEFUL
COOL

In addition, attention to the USA in the name must be handled carefully. Trading on a patriotic theme has benefits and liabilities in current times.

Brand Keywords

PROJECTS

on budget
on time
safe
looking ahead
pre-thought
priorities
comprehensive
modern

COMPANY

durable
accountable
pro-active
innovative
careful
depth
range
aware
strategic
attuned

Basic Marketing

Basic marketing tools get the name out – not as a sales tool, per se, but as a brand builder. You want your potential client to recognize the name and associate it with quality brand materials.

Brochure – your base line collateral. The brochure needs to deliver brand and highlight accomplishments. It should be attractive, heavy weight, well balanced between text and image, and well designed. Mostly it must communicate durability, reliability and taste.

Website – your online portfolio. Make sure it is flawless in performance, and has enough content to click around for a few minutes. Photos must be of the same quality as your workmanship.

Trade shows – Limited presence is not expensive, though a cheap looking booth can do more harm than good to the brand.

Workplace – Branded hats, polo shirts, windbreakers, vehicle wraps all contribute to the feel of a big, successful firm. Get quality stuff.

FB, Instagram, etc. – Maintain social media pages for current projects. Yes, there are people who will really look at them. But promise me you won't do it if you won't update it. Then it's deadly.

Portfolio Categories

The portfolios need not be exactly the same in print and on the web – after all, the web is instantly update-able – but they should reflect the same sensibility.

Portfolio categories should be carefully considered in light of your branding goals. You must balance the following criteria:

- your bread & butter
- what your clients know you for
- what kind of projects you'd like to get
- where your sweet spot is going to be in a few years

The categories should be recognizable to your current client base, but should expand their picture of who you are to some degree.

Each category should deliver the same brand message about **BUSA** – thoughtful, intelligent, efficient, cost effective.

**MULTI-FAMILY
COMMERCIAL
RETAIL**

**RESTAURANTS
MEDICAL
INTERIOR BUILD OUTS**

Portfolio Copy

The portfolios need not be exactly the same in print and on the web – after all, the web is instantly update-able – but they should reflect the same sensibility.

Your portfolio needs to say more than “this is what we’ve done. Your brand depends not just on what was done, but *how* it was done. That indicates that a short narrative (two or three sentences is plenty) describing:

- how a particular challenge was overcome
- how value was added as a result of **BUSA**’s thoughtfulness
- how a major problem was avoided
- how a project was brought in under budget
- how a client or community was particularly impressed

Each item you choose to present should each have one of these thoughts behind it.

Remember, your brand is more than “*we get it done.*” It’s “*we get it done the way it **should** be done.*”

Referrals

Client referrals are your #1 source of new business. Here's 4 ways to use your brand to increase referrals.

- Start the referral process before you start the job. Let your client know how important their referral can be to you. They'll have **BUSA** top of mind when they hear of other projects.
- Make all your crews aware of the importance of referrals – how they result from consistent performance. They'll be at their best every day, benefitting **BUSA** [better referrals], the client [better work], and the crews themselves [pride and job security].
- Be proactive about neighborhood and community relations. It's not enough to hang a sign on the chain link fence. Talk to neighbors about minimizing the impact on them during construction, for example. Or ask, "What can we do for the community while we're here?"
- Keep in touch after the job. "How's everything settling in?" or, "Anything need attention?"

Licensing

A brief discussion about the value to the brand of publicizing any licenses you have.

In some industries, an indication of licensing is required in marketing communications. In others, it is a desirable brand element.

Only you know whether or not the presence of licensing information is going to affect your chances to be invited to bid on a project, or to be referred to an open bid.

There are also degrees of presence. The licence information can appear

- on the website [why not]
- on the brochure [again, why not]
- in advertisements [if it will help make the phone ring]
- in conjunction with the logo [if it will really make a big difference in the brand].

This is a discussion, but one you should have soon, and then stick with it.

Advertising

Let's get the brand together first, then we can move onto some of these items.

Direct Mail – mail to architects, developers, property managers, owners. There's still a place for printed cards. They are read far more than email.

HTML Email – Same audience. Email can be much more current, with project updates, industry highlights, etc.

Local trade mags – anywhere that your client might be looking.

Skywriting – Just kidding. Wanted to see if you are still reading.

Specialty advertising – what we call “swag” - branded giveaways. It's good advertising if it's something good. Not a cheap pen. But a cool tape measure might be nice. Or quality construction toys with **BUSA** on them. Everybody has kids.

Value Added

How many ideas can you come up with to build your brand? These are a couple of suggestions... ask the staff to contribute ideas and add them as you can.

- Enhance regular client meetings on site – regularly scheduled, or at specific milestones – with takeaways like new samples, photos or video.
- Have the job foreman introduce his or herself to neighbors at the job site before they come over to yell at your crews about something.
- Offer “green” techniques or materials.
- Make a time-lapse video of a ground up build as a gift for the client.
- Other ideas?

Competition

These observations are about the brand appearance only – not about the work or reputation of these fine companies.



<http://parkdevelopersny.com>

Decent logo, though it's a nondescript name
Aged website looks like something from the 70's [even tho there was no web back then]. Portfolio lacks branding – just basically a listing. Copy throughout is uninspiring.



<http://www.promont.nyc>

Logo is ok, but gives a sense of impermanence from the stencil concept. Website has a very modern look.
On the other hand, mundane writing and cliches make the brand seem manufactured. Over reaching hyperbole [“the Promont effect on the NYC landscape”] rings false. For all its style, the portfolio area is kind of empty.



<http://countywidebuildersny.com>

Awful logo and color scheme. Website is largely non-functional, a big brand no-no. If they can't build a working website...

On the other hand, with over 35 projects a year, maybe they are just too busy to care.



<http://uabuildersgroup.com/>

Great example of strong branding and imaging. You get a good feel for the way they do their work from their brand presentation.

Random Thoughts

There's a right way to build it.

We don't promise the sky. We promise the building.

The right tools for the job.

If it will need to be done, it's in the bid.

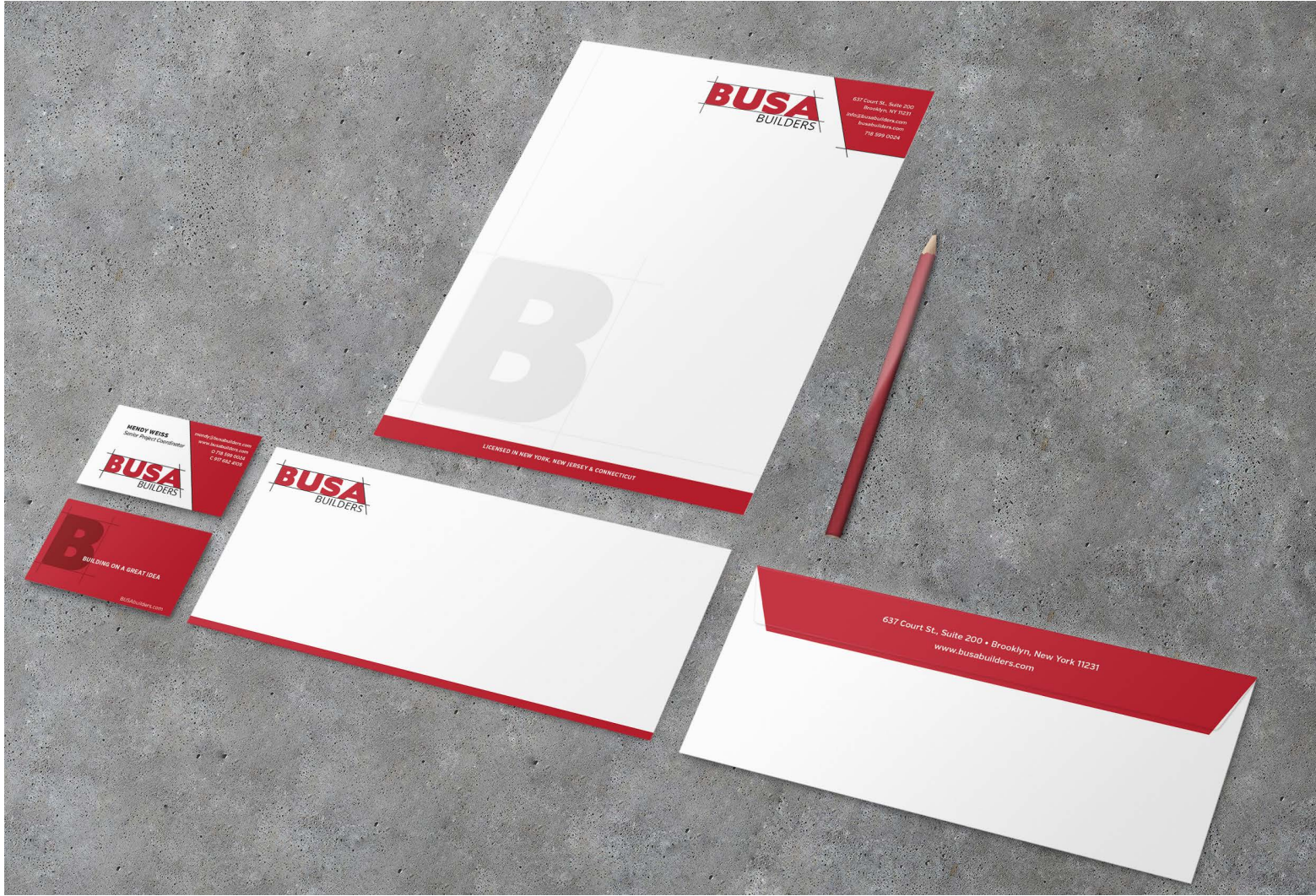
We finish what we start. Correctly.

On track. On budget. On target.

Slogan formation

The better way to build it.
Building on a great idea.
Be well built.

Since this report was presented, BUSA has nearly doubled in size. Their new logo reflects the brand, as well as their website at busabuilders.com.



Epilogue



Epilogue



Prepared by Daniel Ziegler for DPZEE
www.dpzee.com