

**Systainable**  
Efficiency reimagined.



## Reimagining sustainability with smart, strategic, audience-centered messaging and design.

### BACKGROUND

Systainable is working to preserve our planet's most valuable resource with smart, strategic, and sustainable solutions that help property owners conserve water, increase efficiency and reduce operating costs. The company works with owners of hospitality and high-density housing properties to reduce water consumption and related costs using retrofittable products that both improve the functionality of existing fixtures and achieve desirable cost savings.

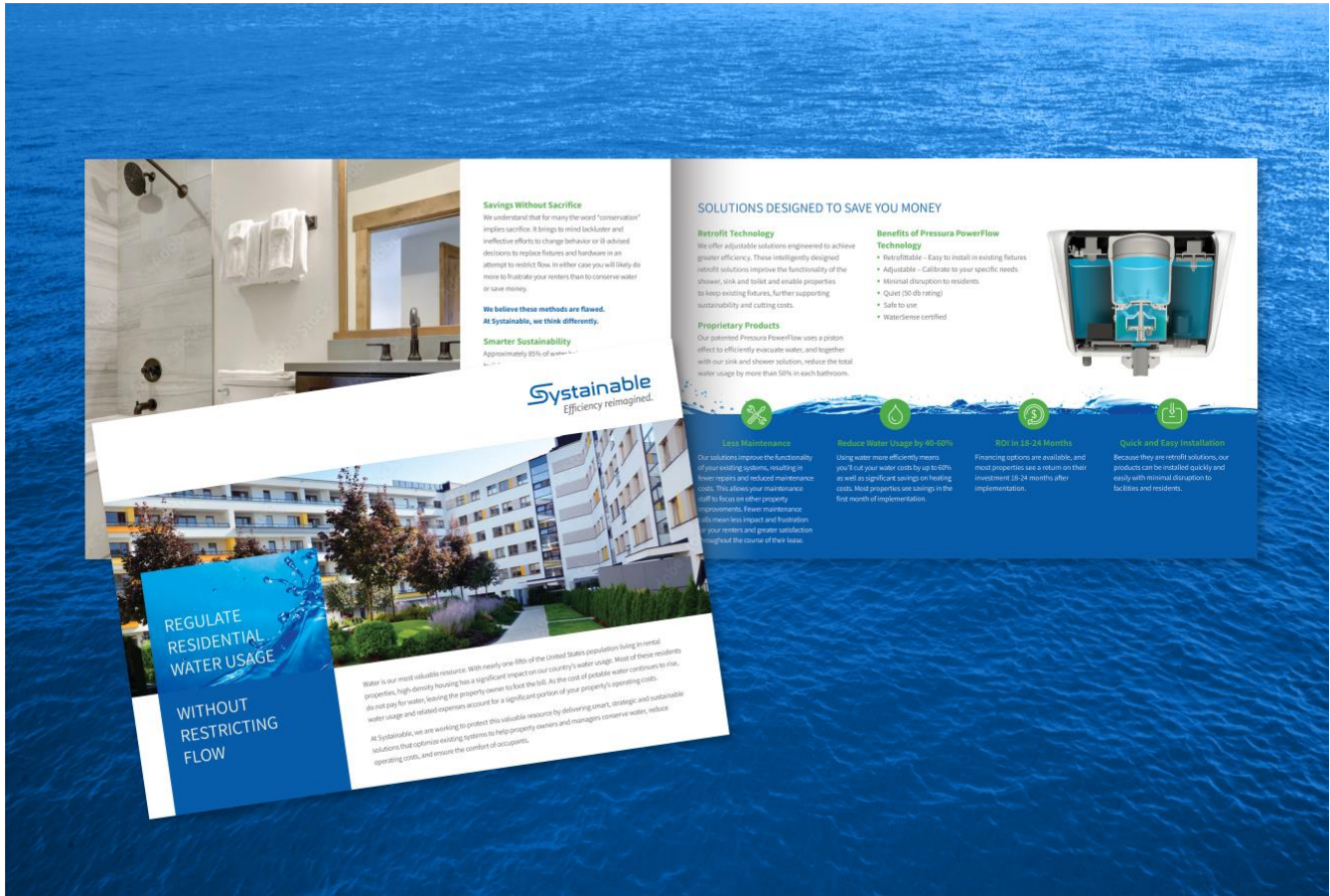
#### OUR GUARANTEE

“Our solution will save our partners money immediately and increase the value of their property without sacrificing guest satisfaction or changing guest behaviors.”





Formerly known as Strategic Water Solutions (SWS), the company founders came to Activated Growth seeking a comprehensive strategic marketing plan as they prepared to launch their first product. We reimagined their entire brand with a new name, a tagline and all-new content and creative focused on maximizing engagement with their target audiences.



Systainable full color sales solution brochure, segmented by audience

## CHALLENGE

To develop and execute a comprehensive strategic branding and marketing plan that clarified the client's target audiences, defined their brand story, and fully reimagined everything from the company's name and tagline to their brand messaging and visual identity.

## SOLUTION

Activated Growth worked closely with Systainable's executive team through an extensive discovery process to understand their value proposition, the technology behind their solutions, and their unique sales process. This included gaining key insights into the company's target audiences, market needs and understanding plans for future growth into additional markets,



products and services. Using this knowledge, we followed our strategic methodology to define Systainable’s brand attributes, brand story, and brand identity, including renaming the company.

We then brought the brand to life with a new logo, color palette and tagline that would serve as the foundation for the remaining brand development and creative work. We created key messaging and imagery to be used across all marketing content that clearly and consistently communicated the company’s value proposition to target audiences. Finally, we implemented the plan by creating engaging print collateral, presentations, and a new website that is currently in development and will be launching soon.



*Systainable primary and secondary color palette*



*Systainable business card design features a raised droplet texture*

## DELIVERABLES

- Overall Marketing Consulting and Creative Services (strategic planning for internal and external audiences, graphic design, writing)
- Brand Identity (brand attributes, story and identity development)
- Naming (research, strategy and development for company and product naming)
- Key Messaging (creation of clear, consistent and compelling brand messaging, tagline development)
- Visual Branding (logo, color palette, typography, graphics and imagery style)
- Brand Management (brand guidelines and asset development — business cards, letterhead, thank you cards and templates)
- Print Collateral (copywriting and design for hospitality and multi-family housing brochures)

- Website Development (strategic planning, design, copywriting, development and project management)
- Sales Presentation (copywriting and design for presentation deck)
- Proposal/Credit Application (design for editable sales proposal/credit application)

## **RESULTS**

Activated Growth helped Systainable build its brand from the ground up, creating a comprehensive strategic branding and marketing approach that encompassed everything from the company name to key messaging, visual identity and a full suite of content and creative assets. With clear, compelling messaging and beautiful design elements, these pieces provide a solid foundation for Systainable to bring their solutions to market confidently. The team at Systainable loves the new branding and can't wait to put these tools to work as they begin to differentiate their solutions and approach in the crowded water conservation market.

## **CREDITS**

Michelle Van Santen, Creative Director; Michele Leach, Strategist; Camille Gallagher, Account Services Director; Erin Chipman, Copywriter; Gary Miller, Developer