

BlackDog Strategy & Brand

REQUEST FOR WORK



SHOUT OUT

You want to make something happen. You want the deal, the sale, and the peace of mind that comes with a burgeoning bottom line. We get it.

BlackDog is in the business of changing the game and getting results. BlackDog excavates brands of purpose that own a space, inspire engagement, ignite action, shift power, grow markets, innovate forward, and compete to thrive. Not to be confused for spin and hype campaigns.

Some people wait for the phone to ring; not us. We've reverse engineered the RFP (Request For Proposals) process. This is a Request For Work. It's a call to committed renegades that purpose to do what no one else had the courage to do. It's a shout out to anyone, leading anything that is driven by a purpose, has a quality product or service, and good people...but not the traction or results that they should have.

WHY BLACKDOG

Who develops your brand is as important as the decision to invest in brand development. We get it; we activate, represent and enliven a spirited brand of our own every day. Never trust a bland "brand mill" to position you for brand insistence. All brand houses are not equal.

Many brand houses seek projects. BlackDog seeks partnerships and accepts challenges. As a matter of fact BlackDog has only accepted 31% of the opportunities that we have been offered since 2009. Who we work with is as important to us as how we work. Results matter.

We double-dog-dare you to find a brand house with the breadth of capabilities that we have. Or the results. Or the references.

WHAT'S IN IT FOR YOU

Quite simply a BlackDog brand aligns working cultures and buying markets around a Big Idea* that enthralls and compels.

*Big Idea: Your humanized and relevant strategic advantage captured in a simple concept that connects with decision makers.

A BlackDog Brand...

-Excavates and hones your explicit value. By explicit we mean the kind of brand that is unequivocally specific about what you do, how it's done differently, why anyone should care. Concisely and energetically.

-Differentiates your value intelligently. We answer "why" with relevant and distinctive differentiators that matter...arming your organization to sell and your buyer to decide.

-Kicks it up! Raises Awareness, Amplifies Credibility, And Oh Yeah, Drives Sales. When we talk about your Big Idea, we're talking about the kind of strategic advantage that has the power to turn heads, change minds, and re-order the hierarchy from who has the business to a more just system of who deserves the business.

-Energizes the internal enthusiasm and synergy. A common language, internal messaging, and talking points are critical to cultivating communal pride, clarifying priorities, simplifying decision making, and realizing the objectives. Big Ideas are clear and compelling, serve as a unifying focal point of effort, and act as a catalyst for commitment.

-Overcomes the roadblocks that mute your impact, hindering your strategic plans, long-term & short-term goals.

- Owns a word that sticks and resonates. Notice we didn't say page after page of words. The purpose of communications is to say something real and to the point. Every communication is an opportunity to connect and reinforce the credibility of your purpose, promise, and value.

-Provokes loyalty. Big Ideas are worth talking about, listening to, believing and supporting.



What Makes BlackDog Credible?

We don't brand bullshit. Expressed explicitly, our fearless position ensures that your brand will never be confused for shallow, disingenuous, or irrelevant bullshit.

People are our business plan. BlackDog is financed by customers.

We are outsiders. Want to know why so many brands look alike? Well-intentioned people hire the same industry specific firms, over and over and over. We refuse to "own" an industry niche. We have ears to hear what everyone on the outside wants to know and needs to hear.

We've taken an oath to do no harm. We aren't part of the spin and hype, empty promises, noise-making problem. We'll leave you better than we found you.

We are holistic, multi-disciplinary systems thinkers who anticipate natural consequences and keep a weather-eye out for the unintended ones. We are always asking "what could go wrong if this social experiment were to fail"?

We DO NOT brand efforts that do not and will not contribute to the world that we want to live in 20, 30, or more years down the line.

We choose our clients carefully. We both have everything to gain by your success. Results matter.

We align and engage working communities that get things done, with style.

We're invested. Once we are on, we are all in. We work thoughtfully, passionately, and generously. We aren't coasting on anyone's laurels or riding on yesterday's victories. We are fully engaged at every phase.

We never lose sight of the fact that as we are building your brand, we're amplifying ours. What we say about you says everything about us.

We stay ahead of the curve and stand behind our work. We aren't your average merry band of creatives. We double-dog-dare you to find a brand house with the breadth of capabilities that we have. Or the results. Or the references.

We eschew "cookie cutter" approaches. We don't have any "swanky", self important, trademarked names for our brand building processes. We haven't settled on one sure brand generating method. We're not convinced that anyone should given that every brand initiative that we've ever wrangled is so remarkably different than every other.

We are good eggs; genuine and real. We make a habit of bringing our humanity to work every day. There isn't anything haughty or indifferent about us. We are prepared to contribute positively to healthy exchanges and the professional work culture.

We humanize brands. Brands that connect with people are inspired by people. We take the time to talk to all the right people. The people that make it, sell it, buy it, and don't buy it. Our projects evolve and take shape through exploration and dialogue.

We know that the better you are the better you look. We operationalize brand experiences. We are strangers to the social constructs, systems, processes, and language that organizations accept and often can't see past. Our fresh eyes synthesize robust and scalable next practices; signature innovations, and emergent solutions that create new approaches to delivering your unique, people-centric, brand promise.

We are bold, daring, vulnerable, open-minded, and forward-thinking; because selling out, mimicry, and the good 'ole tried and true method of doing things the way they've always been done just isn't for us and mediocre should never be for you.

We will never leave you hanging or wanting more. It's not our way.

Going To Church Doesn't Make
You A Christian Anymore Than
Going To A Garage Makes You
A Mechanic.

Lawrence J Peter