

red SLICE*



Client Case Study: Geedra

Geedra (www.geedra.com) provides a revolutionary hosted solution for managing jobsite photos, resulting in better compliance, reduced risk and time/cost savings. Since they were a seedling stage start-up, the two founders were not sure where to focus their messaging for maximum effect. There were many factors to consider introducing new technology and best practices into an industry that has not enjoyed many technological innovations in terms of jobsite productivity.

Red Slice worked with them to craft a messaging platform slanted to attract two separate audiences: new customers (million-dollar construction management companies) and at the same time, angel investors. We redesigned company sales and investor presentation decks and crafted a new brand look and feel, including logo and color palette, to better compete at the right level for their audience and differentiate themselves from more established companies who claimed to do the same thing. This project had no prior materials from which to draw from, as the product was in prototype phase so we educated the client on value-based messaging during the process as well. Work resulted in seven signed letters of intent from large corporations based on the prototype and messaging alone and the client placed in the top five at a top Northwest funding competition, which increased their exposure in the investment community.

New logo:



"Maria gets it. We threw a huge, confusing value proposition at her and she methodically broke it down into a well-defined corporate message matrix that has proved to be effective in addressing our customer base and all its iterations. If you are an organization that is struggling to convey your value to your audience (s), Red Slice is your firm.

- Rob Mathewson, CEO; [Geedra](http://www.geedra.com)

Red Slice, a branding and marketing consultancy. Engage, inform and delight your audience.

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