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Think Bigger Than Low Bid


Agenda

- Redefining Success in Construction Branding
- The Comprehensive Construction Brand
- Navigating the Intersection of Tradition and Innovation
- Key Takeaways

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“Focusing solely on what you can potentially do better than any other organization is the only path to greatness.”

JIM COLLINS



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Redefining Success in Construction Branding



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We Know What You're Thinking...

I don't have to invest in branding and marketing because we just need to win low bid.


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The Industry is Facing New Challenges

- Challenge:** Attract + Retain Skilled Employees
- Challenge:** Incorporate + Communicate Sustainability Practices
- Challenge:** Highlight Diversity, Equity + Inclusion Initiatives
- Challenge:** Prioritize Mental Health with Physical Worker Wellbeing

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Impacts to Your Brand

- **Talent Shortages**
Impact: Delays in project completion, increased labor costs, and potential impacts on project quality.
- **Perception of Sustainability**
Impact: Difficulty in winning projects that prioritize environmental considerations; potential reputational damage.

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Impacts to Your Brand

 **Perception of Traditionalism**
Impact: Difficulty in attracting innovative talent and appealing to a modern consumer base.

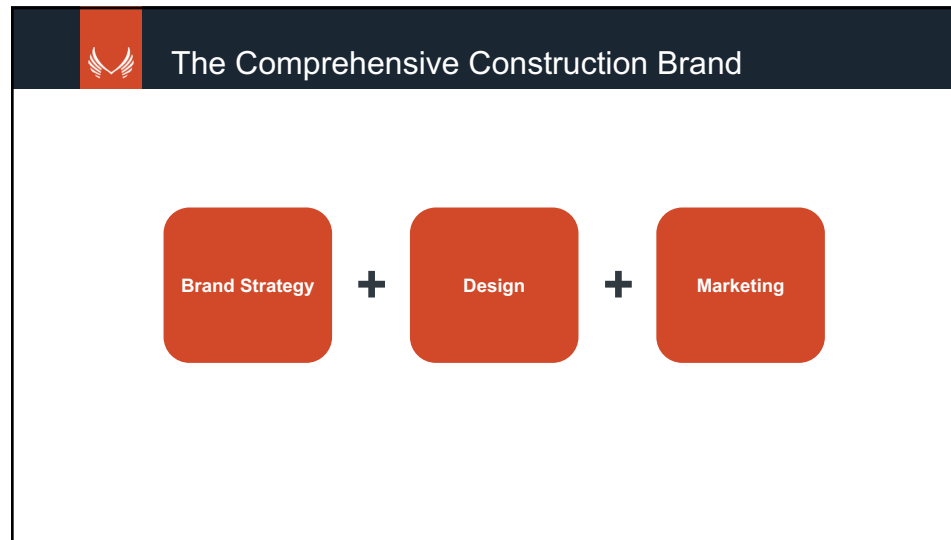
 **Safety Concerns**
Impact: Safety incidents and accidents can tarnish a construction company's brand.

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The Comprehensive Construction Brand



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Primary Audience: Your Ideal Team Member


- Your primary audience **self-identifies** that you are right for them
- They align with your **culture**
- They refer you
- They see you as a **trusted partner** on their **growth** journey

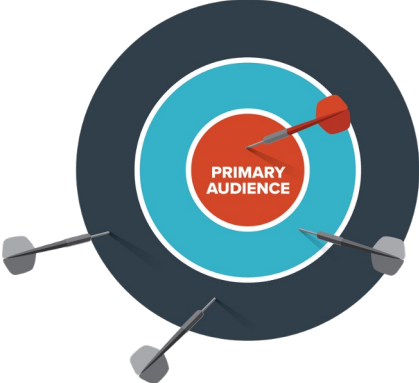
It's important to define the characteristics of your ideal team member so clearly that anyone can say...

"Oh, I know a person like that."


The slide is titled 'Primary Audience: Your Ideal Team Member' and features a dark blue header with a white logo of two wings. The main content is a bulleted list of four characteristics of an ideal team member. Below the list, there is a paragraph explaining the importance of defining these characteristics clearly, followed by a quote: 'Oh, I know a person like that.' The text is in a clean, sans-serif font, with key terms in bold and red.


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 The Dart Board Story




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 Who is Your Favorite Team Member?

 **Who do you love working with and why?**

 **What is their name?**

 **Let's describe them with as much detail as possible.**

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 Who is Your Favorite Team Member?

Which demographics are important?

- Job Title
- Age
- Education
- Salary
- Years of Experience
- Location
- Other



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 Who is Your Favorite Team Member?

Which attitudes and attributes are important?

- Adaptability
- Attention to detail
- Safety Consciousness
- Willingness to Learn
- Positive Attitude
- Entrepreneurial Mindset
- Communication Skills
- Time Management
- Problem-Solving Skills
- Cultural Diversity Awareness
- Professionalism
- Other

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Who is Your Favorite Team Member?

**What are their values?
How do they align or differ from your company values?**

- Honesty
- Integrity
- Collaboration + Teamwork
- Diversity
- Work-Life Balance
- Social Responsibility
- Transparency
- Flexibility
- Innovation
- Creativity
- Personal Growth
- Other

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What Does Your Ideal Team Member Need?

**What is the need you fulfill for your team members?
and how?**

- Top Wages
- Health Insurance
- Steady Work
- Development Opportunities
- Work-Life Balance
- Mental Health Support
- Meaningful Work
- Diversity + Inclusion
- Transparent Communication
- Recognition + Rewards
- Social Connection
- Other

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Audit Your Brand to Attract Younger Generations

Leverage technology

- Optimize your website for mobile
- Use data analytics and surveys
- Use chatbots and AI
- Embrace social media
- Offer online learning and network opportunities



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Audit Your Brand to Attract Younger Generations

Build a community

- Foster two-way communication
- Offer networking opportunities
- Build a mentorship program
- Empower younger team members
- Emphasize shared values




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 Audit Your Brand to Attract Younger Generations

Create engaging content

- Use visual content
- Be authentic
- Create shareable content
- Use storytelling

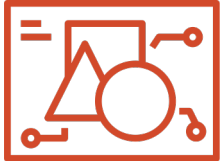


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 Audit Your Brand to Attract Younger Generations

Elevate with design

- Choose colors that align with the tone and energy of youthfulness
- Create a memorable logo
- Use graphics and video to tell your brand story
- Use consistent visual elements across all channels



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The Intersection of Tradition and Innovation



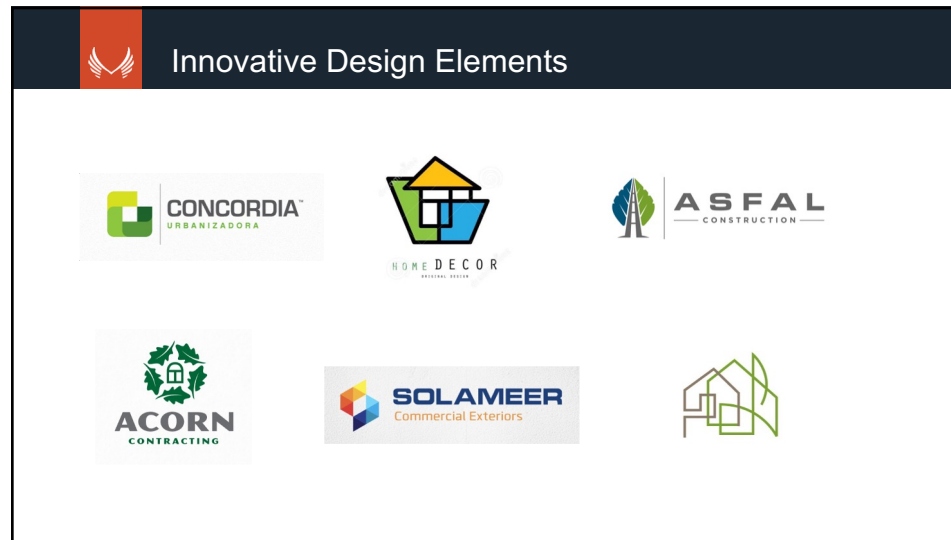
23



Traditional Design Elements



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Update Colors, Fonts and Files

- Move away from dark, bold industrial colors and introduce bright, fresh colors (greens, blues, coral) to your palette.
- Ensure fonts are legible and appropriately sized when combined with icons.
- Create different logo versions for use in different marketing channels – ex.: social media icons, video placement, embroidery + print use.

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Design Best Practices

Update Legacy Design Elements

- Historical elements related to the company can be utilized as long as they align with the overall intentions of the brand.
- Ask yourself why a particular symbol or element needs to be included. Use the rebranding process as an opportunity to reassess the notion of “it’s always been there”.

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Tradition and Innovation

POPE
ARCHITECTS






pope
DESIGN
GROUP

Pope’s marketing team identified a need to:

- Clearly identify the company’s ideal client
- Develop a new look and feel for the brand
- Create consistent, modernized templates to eliminate marketing confusion
- Align the entire company with one clear brand message

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 Tradition and Innovation



▶


TKDA's marketing team identified a need to:


- Clearly identify the company's ideal client - including aspects of the ideal team member
- Develop an updated logo with all relevant file formats + guidelines for use
- Design consistent, modern templates for proposals + trade show displays
- Align the entire company with one clear brand message





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Key Takeaways




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 **Key Takeaways**

-  Refresh your Brand Strategy + Design + Marketing.
-  Start by identifying your primary audience - this may be your ideal team member.
-  Update your design elements.
-  Audit your marketing content to highlight sustainability + DEI + well-being initiatives.


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 **Resources**

Attract Younger Team Members Guide



Ideal Team Member Worksheet



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