

VALENCCELL CASE STUDY

Brand positioning for growth.



Valencell, the worldwide leader in biometric sensors for wearable technology, recently raised their series C fundraising round to accelerate growth. That growth was to come by increasing partnerships with the leaders in wearable technology through innovation in their Raleigh, NC biometrics lab.

At the lab, Valencell team of engineers work hand in hand with partners like Jabra to develop wrist bands, headphones, and other wearables to rapidly prototype new technology. However, at the time of the fundraiser, the only way to experience this process was at the lab itself.

Valencell's growing marketing team turned to Method Savvy to "kick open the doors to the lab". To do so, the Method Savvy team brought Valencell through a process of evaluating their core branding, product offerings, and ultimately their process for bringing new technology to market in order to define their compelling story.

As the story emerged and Method Savvy clarified the brand in a brand book and product offerings to the market, it was clear the best way to "kick open the doors of the lab" was to literally do just that.

Method Savvy used the new brand clarity as an opportunity to storyboard the rapid prototyping story and tell it through video. The emergence of the brand and technology driven processes came to life on the new valencell.com.

VALENCCELL

PRECISION BIOMETRICS

Our Technology

Scalable technology for any wearable you can think of. Our biometric sensor technology is the only continuous heart rate monitoring technology proven accurate during virtually any exercise and in virtually any environment.

Implement Our Tech

You have the idea but need the technology to make it come to life. We're here to help. By using our prepackaged system or our patent-protecting licensing package, we'll find a solution that fits your project.

Visit the Lab

Our onsite lab puts our customers' products through rigorous testing on multiple skin types, body sizes and age ranges to analyze, validate and determine real-world accuracy. See what it can do.

3rd Party Validation

Our technology and process is unique in the world of wearables. Read our 3rd party validation here and see why our technology and process is unlike anything you'll find in biometrics.

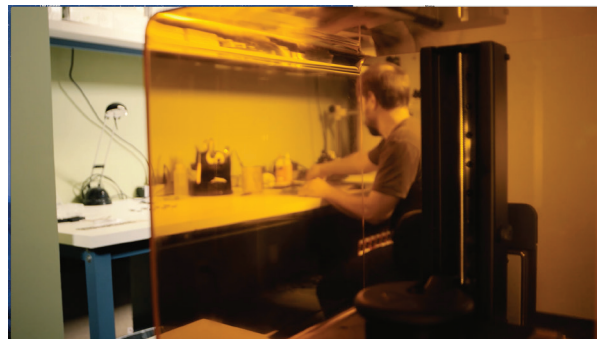
Our Partners

Consumer electronics and wearables companies all over the world use our optical heart rate monitoring technology and expertise in their products. See which products are powered by Valencell technology.

VALENCCELL

info@valencell.com | (919) 747-3668

©2016 Valencell, Inc.



BRAME CASE STUDY

Turning the corner to today's world.



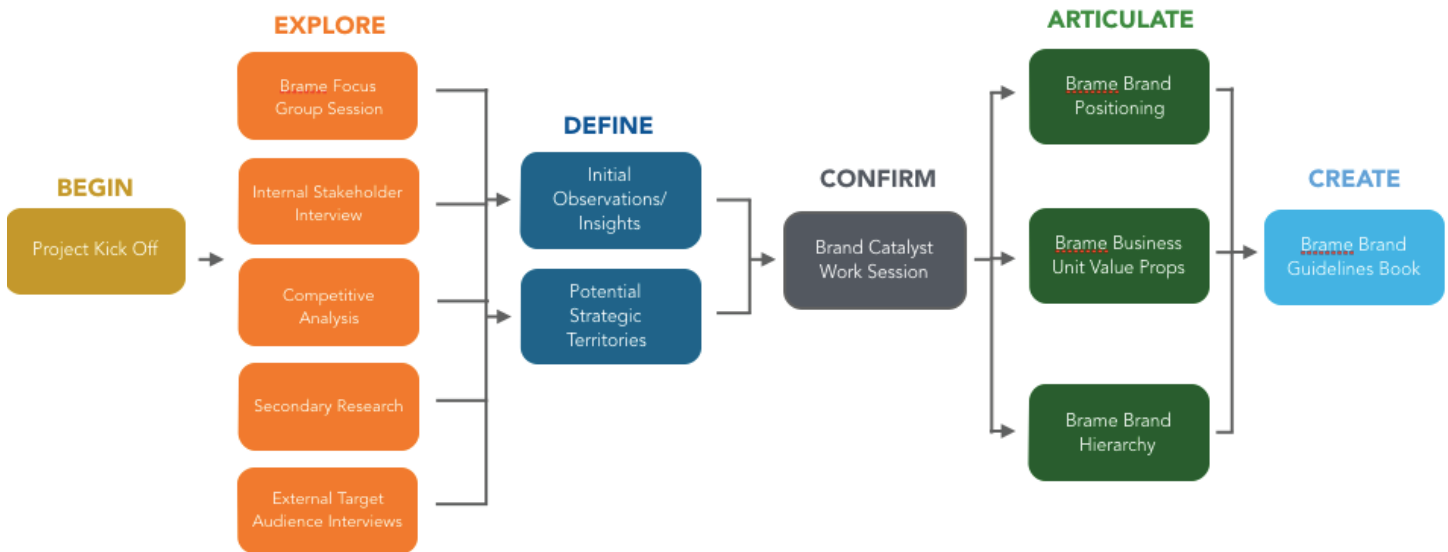
Brame, a staple of the Durham business community since its founding in 1924, faced a unique challenge last winter. They were looking to put a new sign in front of their headquarters, but there was internal turmoil, which version of their name and logo should be on the sign?

Here, they turned to the Method Savvy team to take them through their first ever brand exercise. The timing was right. They had taken on a new ERP project to allow for online ordering and were centralizing their business units into a single headquarters. Applying our brand development process, the Method Savvy team began immersing ourselves in Brame culture.

Though a combination of interviews, catalyst sessions, and research, the roll Brame played in their customers lives became more clear. During the Brand Catalyst Session with Brame's leadership and a variety of stakeholders representing all part of the organization, Method Savvy was able to poll and quantify the numerous perspectives on the organization's positioning in order to allow Brame's leaders to better understand their employees feelings.

Using the data from our Catalyst Session as fuel, leadership chose to centralize the Brame brand around the Brame name alone, but felt like something was missing. To fully communicate the company's relevancy after 93 years in business and their helpful, always giving 110% attitude with their clients, the Method Savvy team developed the tagline, Taking the Next Step as well as a longer "elevator pitch" to guide employees to a simple, concise, values driven understanding of Brame.

OUR PROCESS



 **Brame**

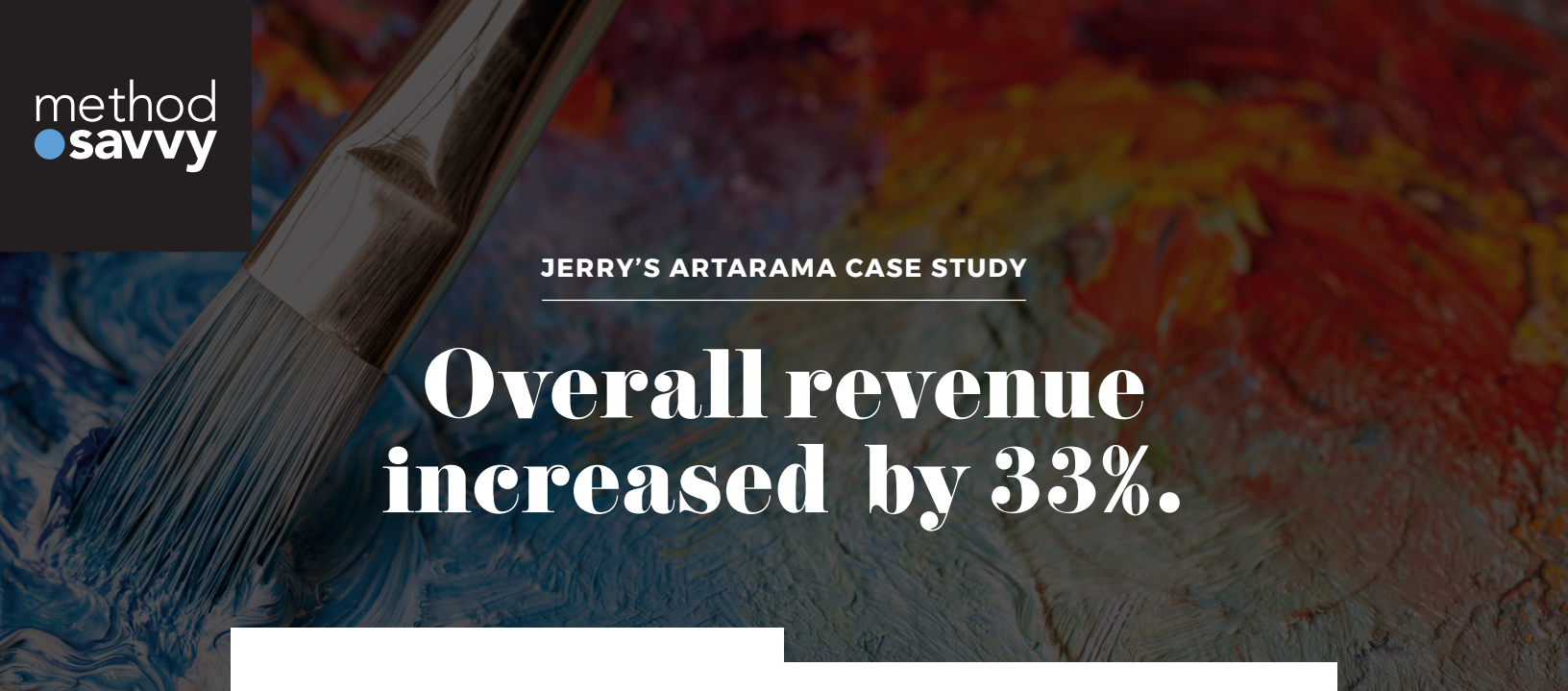
 **Brame**
TAKING THE NEXT STEP

 **Brame**

 **Brame**
TAKING THE NEXT STEP

ELEVATOR PITCH

Brame delivers specialty products to the Carolinas and Virginia. Founded in Durham in 1924, we're family owned and operated and cover everything from cleaning, facility and school supplies to office furniture and packaging. We're proud to support the communities where we live and work. Every order is an opportunity to consult with our customers and take the next step to ensure they're getting exactly what they need.



JERRY'S ARTARAMA CASE STUDY

Overall revenue increased by 33%.

JERRY'S ARTARAMA® Empowering Artists Since 1968!

Jerry's Artarama is the second largest online art supply company in the U.S. Through their fast growth over time, they had obtained a number of marketing vendors and technologies. As growth continued, managing multiple vendors and platforms was becoming too complex to manage promotions, brand messaging, creative and attribute the success of advertising dollars to a specific marketing activity.

Method Savvy integrated their best revenue-generating marketing channels to focus on lifecycle marketing rather than direct response. More specifically, Method Savvy:

- Looked at how Jerry's advertising accounts were structured and integrated them, evaluated how each activity impacted parts of the business, and developed a set of Key Performance Indicators (KPIs) focused on improving the cost of customer acquisition and lengthening customer lifetime value.
- Dynamically prioritized their channels over time based on budget and customer demand, made strategic structural changes to drive efficiency to reduce budgetary waste, and iterated creative and offers to improve online advertising performance.

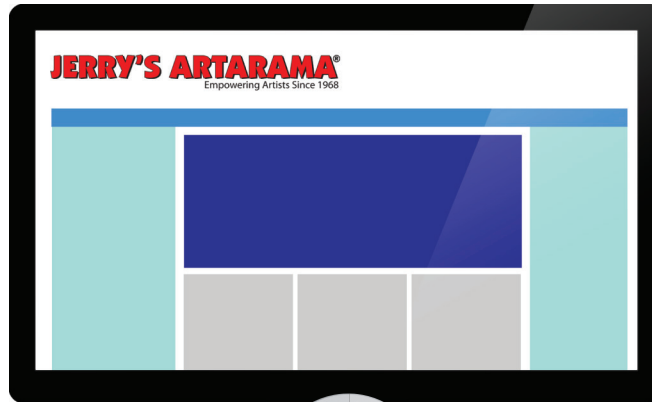
The consolidation of Jerry's Artarama's advertising programs resulted in more consistent creative and messaging and improved Return on Ad Spend (ROAS). Additionally, Method Savvy was able to streamline the reporting and campaign strategy, simplifying e-commerce decision making for the Jerry's Artarama team.

Integrated Media Management

Jerry's Artarama was conducting its e-commerce business utilizing discordant marketing technologies and platforms, causing mixed messaging, reporting and an unclear view into revenue attribution.

Integrated Top Revenue-Generating Marketing Channels to Focus on Lifecycle Marketing Over Direct Response

Dynamically Prioritized Channels Over Time Based on Budget and Customer Demand



Analyzed Each Activity's Impact on Parts of the Business

Established a Set of Key Performance Indicators (KPIs) for Improving Cost of Customer Acquisition and Customer Lifetime Value

Integrated Media

OVERALL
REVENUE
INCREASED

33%

PPC
REVENUE
WENT UP

21%

EMAIL
REVENUE
WENT UP

51%

Site Retargeting

COST PER
ACQUISITION
DECREASED

27%

EVERY
\$1 INVESTED
RETURNED

110%

INCREMENTAL
REVENUE
WENT UP

57%

PPC

COST PER
ACQUISITION
DECREASED

22%

TOTAL
CONVERSIONS
INCREASED

45%

TOTAL
IMPRESSIONS
INCREASED

132%