



A FOCUSFEW
CUSTOMER
SUCCESS STORY

POSITIONING AND BRANDING

Positioning and Branding **A B2B SaaS STARTUP**

A B2B SaaS STARTUP

FOCUSFEW CONSULTING

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BACKGROUND

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Preparing for a new **PRODUCT JOURNEY**

A B2B SaaS product startup wants to combine Manufacturing Execution System (MES), IoT, and mERP into a single *manufacturing super app* for traditional industries. Their vision? To help the Indian manufacturing industry build smart factories that are data-driven and digital-enabled to come into the 21st century and keep pace with global competition.

ING A TRADITIONAL INDUSTRY

DISRUPTING A TRADITIONAL INDUSTRY

DISRUPTING A TRADITIONAL INDUSTRY

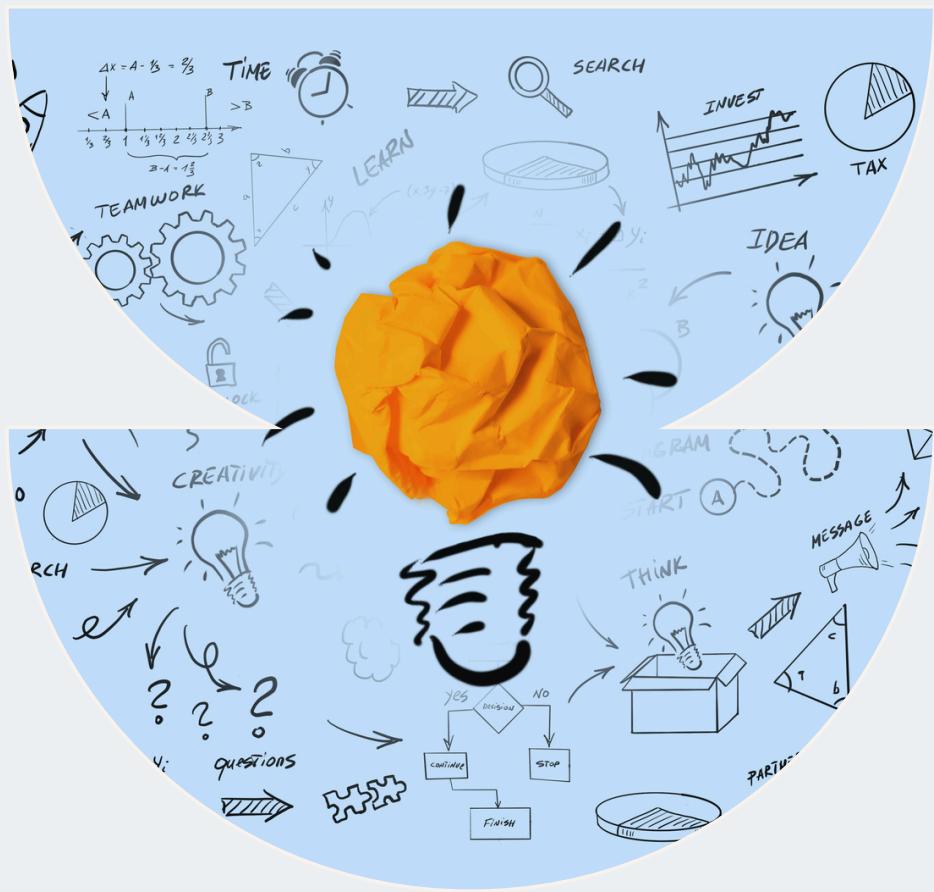
The startup had prospective customers to co-create an app that provides the overall business impact they need. However, they had a complex product that worked across multiple industry processes and involved diverse stakeholders. Positioning it properly with an attractive visual identity and branding was critical for adoption.

The product automates varied manufacturing processes and workflows. With manufacturers in different stages of their digital transformation journey and solving different tactical challenges, the company needed product brand hierarchy and messaging that solved disparate problems today but was a platform for the future.

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CREATING POSITIONING

for a complex product in the Indian
manufacturing ecosystem

FocusFew worked with the startup's co-founders to understand their vision for the product and their need for a strong digital presence.

With extensive market research and competitor analysis to back up the discussions, we helped them create a unique brand and visual identity for the product, define their product's positioning, and articulate its value proposition through a captivating sales deck and a fresh new website.

FocusFew

HOW WE DID IT



CREATING UNIQUE *positioning* AND DEFINING A BRAND HIERARCHY WITH A NEW *visual identity*

Crafting a unique **PRODUCT POSITIONING**

01 **UNDERSTANDING THE VISION**

We started the engagement by understanding the founders' vision of the product, the product-market fit, and how they want the industry to perceive it.

02 **DEFINING THE PRODUCT'S POSITIONING**

We created a differentiated positioning for the product suite to consolidate three manufacturing areas under a single vision without diluting individual value propositions.

03 **CREATING UNIFORM PRODUCT MESSAGING**

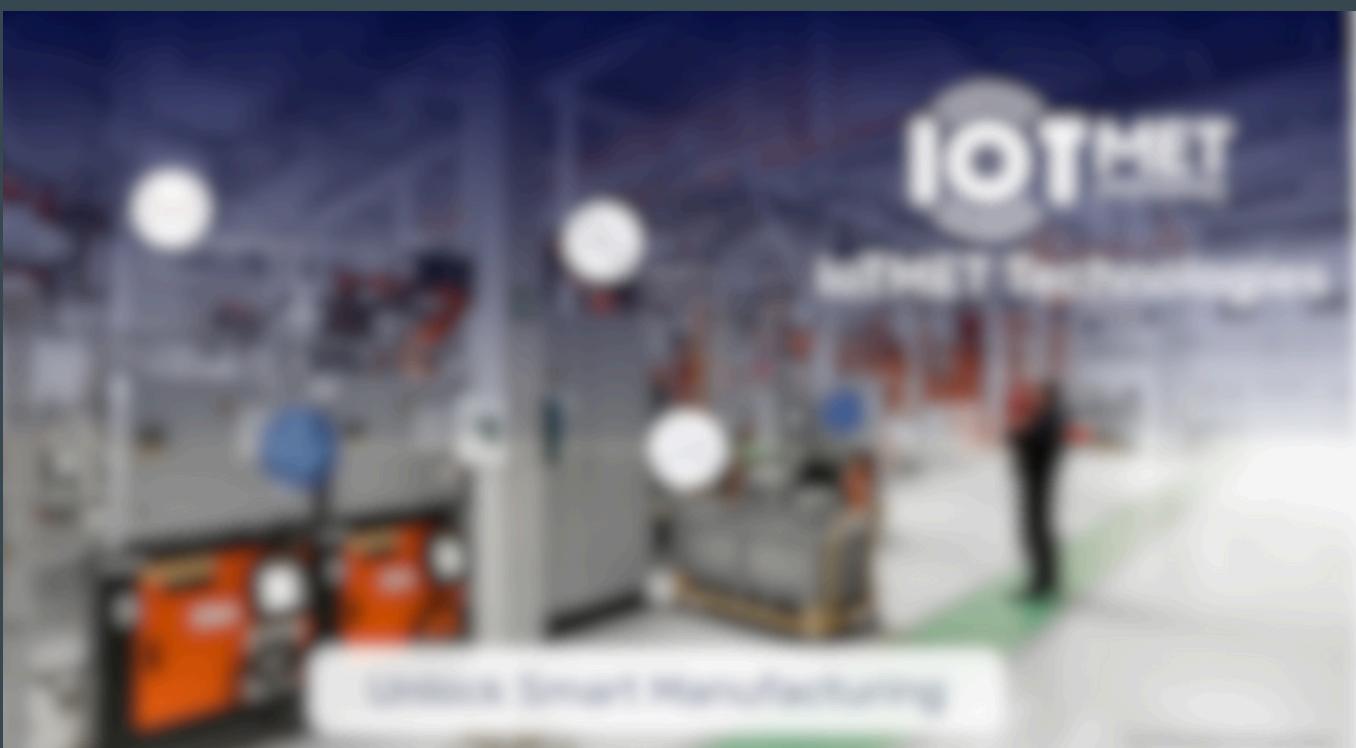
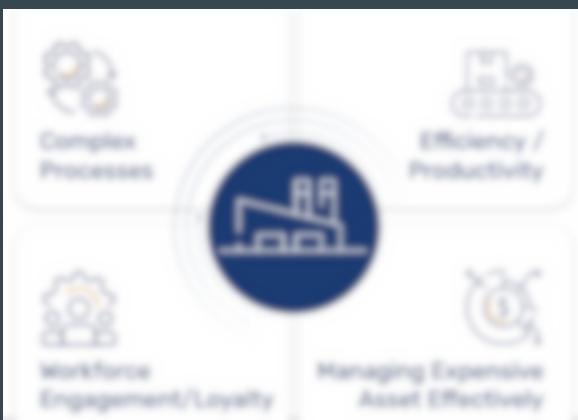
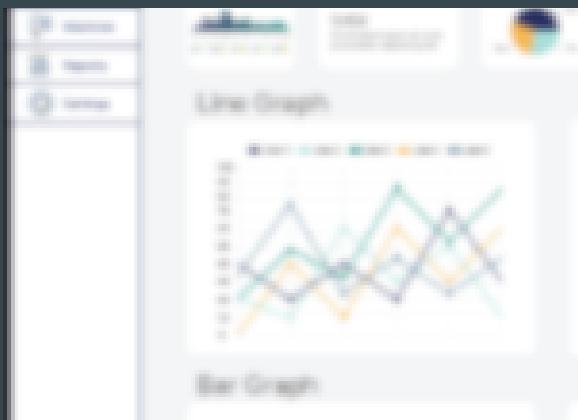
We translated the discussions into three different value propositions, each appealing to a different stakeholder with different needs and at a different point in their transformation journey.

04 **CREATING A CONSISTENT BRAND IDENTITY**

We bridged the technology-driven product to a traditional industry audience and created an appropriate brand identity with customized graphics, icons, and patterns.



PRODUCT *Storytelling* THAT CAPTIVATES



A *New* BRAND BOOK



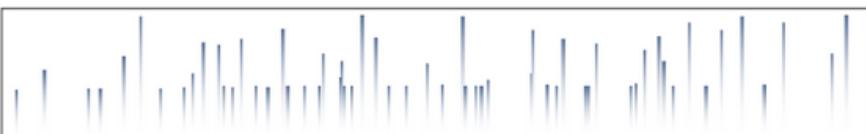
Cloud Burst
HEX #262E61
RGB 38, 46, 97
CMYK 100, 90, 29, 18



Golden Yellow
HEX #CC8F33
RGB 204, 143, 51
CMYK 14, 49, 100, 3



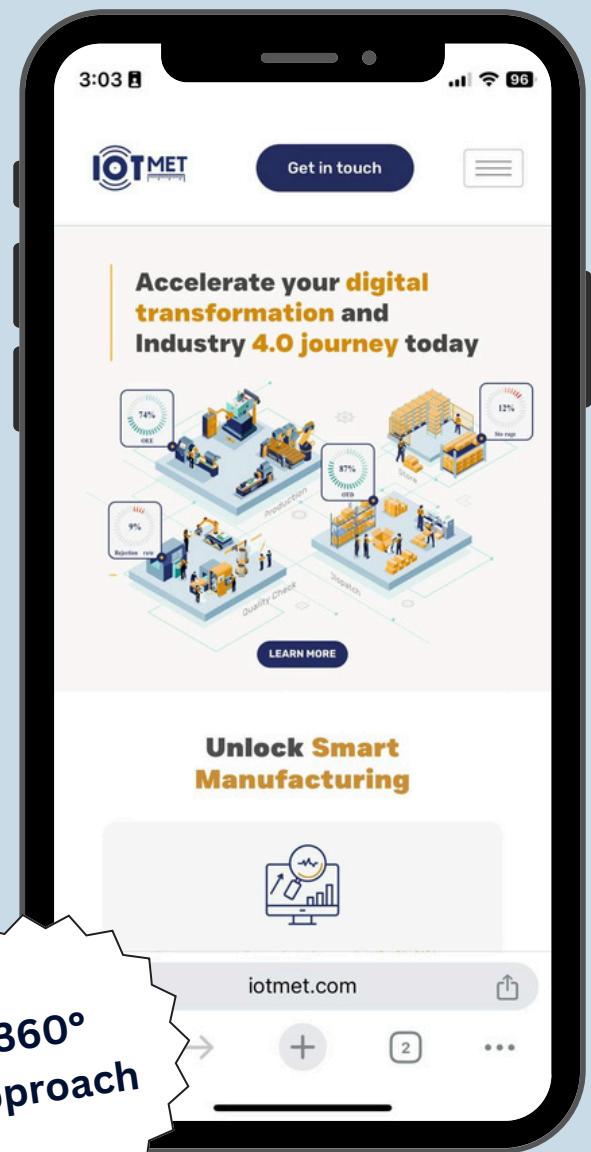
Blue Chill
HEX #1F8E84
RGB 31, 142, 132
CMYK 89, 16, 54, 2



360° approach TO A NEW BRAND AND VISUAL IDENTITY

We helped the startup create a unique visual identity with its own visual language to create a unified experience across the product and marketing touchpoints.

The 360° branding elements included everything from product widgets, UI elements, and isometric graphic vectors to presentation templates, websites, and more – creating a unified SaaS experience across all digital and physical platforms.



360°
approach

BRAND MARKETING

360° BRAND MARKETING

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A NEW VISUAL IDENTITY

CREATING A NEW VISUAL IDENTITY

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Accelerate your
digital transformation
and Industry 4.0
journey today

Start Free Trial



A MODERN *Website* TO LAUNCH THE BRAND

We created a contemporary website that catered to the traditional Indian manufacturing audience. The website provides a deep dive into the product's modules, the KPIs, and its various use cases.

With an intuitive design and an on-brand look and feel, the website features customized 3D isometric graphics, branded icons, pricing details, and more to create a “SaaS experience” for traditional audience.



SuperApp for Smart Factory

IOTMET PLAN

How your manufacturing business
is currently operating and the
areas for improvement and growth.

View Plan

IOTMET CONNECT

AI-driven connection modules for
better insights and real-time data.

View Connect

IOTMET WORK

Manufacturing execution system for
controlling your plant operations.

View Work

Successful **PARTNERSHIP**

01

MESSAGING CLARITY

The product collateral now boasts strong, clear, and direct messaging to various prospects irrespective of their role and place in the transformation journey.

02

ELEVATED BUSINESS CONVERSATIONS

With clear and crisp messaging, the founders and sales teams have better business impact-related conversations instead of technical ones.

03

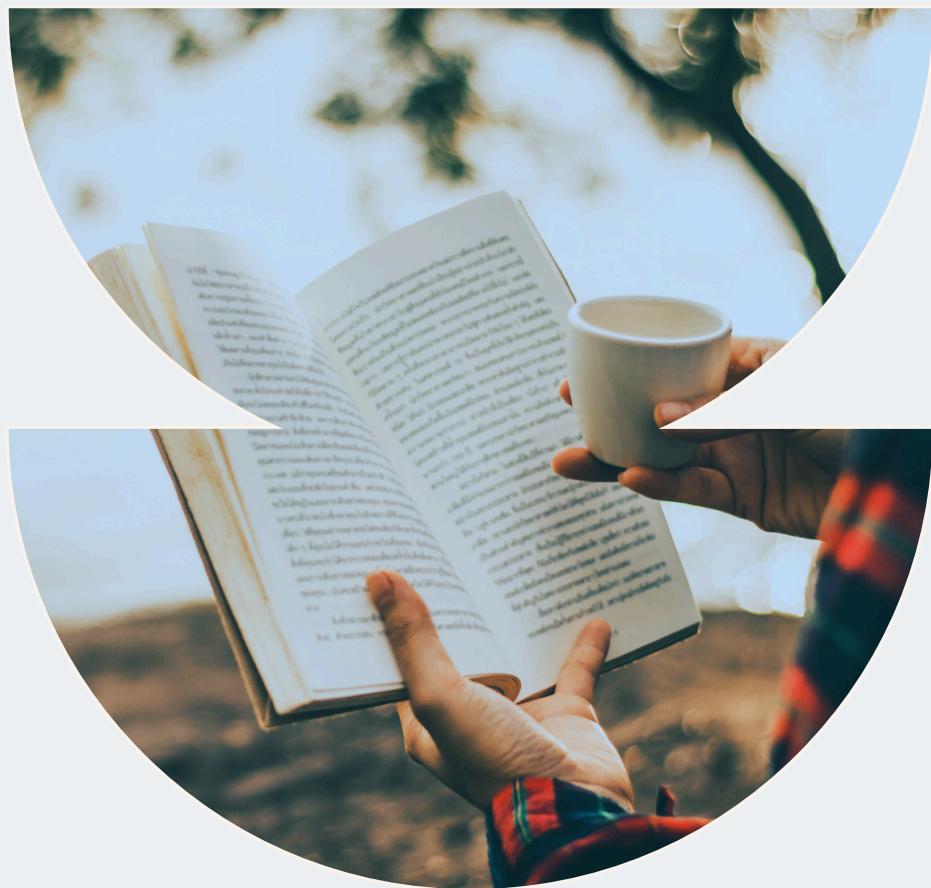
DESIGN CONSISTENCY

With a fresh and well-defined brand, the website, the product's UI, and digital and print collateral have a clear and consistent look, building long-term brand awareness, recall, and loyalty.

04

A STRONG BRAND IDENTITY

The product has a strong brand identity to communicate with senior stakeholders in a traditional industry and compete with established names.



THANK YOU

Write to us at info@focusfew.com to drive your product marketing strategy forward.

FocusFew helps technology firms and businesses on the digital path define their products, develop a value proposition, and create an enduring, durable brand for their company. We produce articles, maintain social media accounts, design product and service collateral, drive digital and physical media campaigns, and assist businesses in connecting the dots from technology to business and building a brand for life.

FocusFew Consulting

*Start
your
JOURNEY*