

# BRAND DEFINITION

*Integrated Landscape  
Management*

*There's a powerful story embedded deep within  
the work you do. Do you know your story?*



## INTEGRATED LANDSCAPE MANAGEMENT (ILM) IS BUSTLING WITH CREATIVE SALES AND MARKETING INITIATIVES.

They've asked Resound to assist in both strategy and production of these projects. Resound led ILM through a dual-purpose workshop that included elements of both branding and strategy.

Branding is a process through which a company defines its brand. **Brand Definition** is the foundation from which all verbal and visual elements of the brand are created. A brand's conceptual definition is made up of its **Purpose, Core Values, Personality Traits**, and **Audience**.

ILM already had some of these items articulated. Through a series of exercises and conversations in the workshop, Resound filled out that definition to guide ILM's visual and verbal communications.



## **Integrated Landscape Management's *Purpose***

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*To be the most client-centric  
company in our market.*

# VALUES

Every brand has a distinct set of values. For example, Nike is all about *Victory*. Disney is all about *Magic*. We've re-articulated your set of **Core Values** to honestly reveal the compelling and remarkable reasons behind why ILM does business.

## **Fun** | *We believe in finding the fun at work*

There's no reason to be in a bad mood at work, and ILM lives by the motto, "Work hard. Play hard". With the rolling party event trucks, employee carnivals, and weekly basketball games, ILM demonstrates the importance of having fun.

## **Innovation** | *We drive innovation*

ILM's fresh new business practices set a precedent for the rest of the industry, and other companies tend to copy ILM's new ideas. Renderings for proposals? Yeah, that was ILM's idea. ILM is constantly asking, "What can we do differently?", and that question keeps it ahead of other businesses in the industry.

## **Solutions** | *There are no problems, only solutions*

ILM views problems only as challenges. It's not the end of the word when an issue arises, so take the opportunity to fix it! People shouldn't be afraid to face issues head-on (because a well-executed solution often impresses clients as much as smooth sailing).

## **Integrity** | *We do what we say we will do*

For ILM, this equates to individual integrity. When clients receive a promise that something will be done, ILM will go through hell and high water to make it happen. If it's absolutely impossible, ILM keeps clients updated with any changes that might occur. ILM keeps its word.

## **Perspective** | *Every voice matters*

ILM believes that the next great idea is just around the corner. Where? In the mind of an employee. ILM's goal is help everyone feel free to share their thoughts and feedback with management. This chain of communication will allow the company to keep moving forward.

## **Heart** | *We actually give a damn!*

ILM takes things to heart, and gets deeply involved in the problems and victories of its people. Employees genuinely care about clients and each other, and will jump in to help wherever they can. Whereas other companies might say they care, ILM will reach out and lend a hand.

## **Respect** | *We are respectful to all*

ILM believes in respect, no matter what. This includes not only co-workers and clients, but competitors as well. ILM is working to foster an environment of respect and collaboration internally—where each employee can function in his/her own strength.

## **Family** | *We are family*

Even though many families do work together at ILM, this concept of "family" means more than shared genes. Family members support each other and tolerate little quirks, because...they're family. ILM understands that when employees have each other's backs, they're also supporting the company "family" as a whole.

# PERSONALITY

If values are the inner essence of your brand, **Personality Traits** are its outward expression. Think of ILM as a person: its friends and acquaintances would describe it with these characteristics most.

## Colorful

ILM is colorful! Always animated and rowdy, ILM is known as the “fun” company. ILM is likely to be the center of attention in any given situation, drawing people in with playful, edgy, and dramatic humor.

## Quick

ILM is quick. Always on the ball, ILM’s sharp intellect doesn’t miss much. ILM’s witty responses are admired in the industry, being incredibly intelligent and making people laugh.

## Determined

ILM is determined in its work. Even under the tough and calm exterior, there’s an intensity to the way ILM does business. Projects had better be done right, and to this end ILM can get demanding and obsessive.

## Fresh

ILM is fresh. In the predictable landscaping industry, ILM’s creative and innovative new ideas are like a breath of fresh air. ILM is talented in finding creative solutions, and it’s not long before other companies follow ILM’s vision.

## Affectionate

ILM is affectionate. When someone is adopted into the ILM family, they’d better get ready for the emotional and sweet (even cuddly) side of the brand. It’s the kind of ‘affectionate’ that could be a little creepy to someone who isn’t accustomed to warm fuzzies.

# AUDIENCE

The *best* design and the *best* writing happen when a designer or writer knows **who** they are addressing. This portion of the brand definition provides an answer to that invaluable question: “Who?” An effective guideline is to create fictional characters which represent the ideal client for each major segment of the brand’s audience. We call these fictional characters **user personas**.

## Overview

As companies grow they typically expand their services, develop niches, and widen their audience. Integrated Landscape Management is right on target. They have grown to a size where they can now offer a full range of landscape services. At the same time, four primary audience segments have emerged. These segments fall most logically into property types:

- ✓ Commercial properties
- ✓ HOA properties
- ✓ Master Association properties
- ✓ Properties for large facilities

## Use

As visual or verbal content is created for ILM—either by internal staff or external partners—these personas should be used. Simply pick one or two personas as the target for any single project, and have those one or two people in mind as you create. Ignore the breadth of an entire audience and instead focus in on these one or two.

If you aim for *everyone* you won’t hit *anyone*. But if you aim for one or two people, you’ll create messages and visuals that resonate well with the sweet spot of your audience, along with the periphery.

# THE COORDINATOR



**Name:** Stacie Turnkey | **Age:** 36

**Audience Segment:** Commercial Property

**Job Title:** Senior Property Manager

## Function

She manages over 1 million sq ft of Class-A office, retail, and industry real estate. While she does have a small team of junior managers, she is responsible and ultimately in charge of upkeep, work orders, and tenant improvements for those properties. That's no small task.

## Accountable To...

Stacie reports to the president of her property management group on how well the properties are being kept up. Are tenants happy? More importantly, is the owner happy? The building owners are the ones paying the bills, after all. It's important to respond quickly to tenant complaints, but ultimately her concern is with pleasing the building owner.

## Personality

Stacie is a driven type-A property manager in the cutthroat commercial property world. She has a lot on her plate, but likes it. She enjoys feeling important, and likes to be in control.

## Values

Stacie values three things in her vendors.

- ✓ **Trust.** Can she trust them? She needs to know that vendors will show up when they say they'll show up, do what they say they'll do, and solve problems—not cause them.
- ✓ **Expertise.** Do they know what they're doing? Early on in her career it wasn't uncommon for her to hire a handyman to fix something only to have it break a few weeks later. She's older and smarter, and now she's more concerned with quality than price. The vendors she chooses are clearly experts at what they do.
- ✓ **Partnership.** Managing 1 million sq ft means she can't have her eyes on every foot all the time. She relies on her vendors to report back what they're seeing to her. If the plumber is fixing a sink and notices the trash hasn't been taken out for a week, she needs to know that.

## ILM Value Proposition

ILM is an ideal vendor for Stacie. She really appreciates how they communicate with her. If they can't make an appointment, which rarely happens, she knows about it. ILM will often report back to her when they see abnormalities of any kind at the property. She loves hearing that from them rather than her tenants, or worse, the building owner. ILM obviously knows what they're doing. They had her at the 3D rendering. They're not some guy with a trailer. They're professionals.

# THE EXECUTIVE



**Name:** Joy Samson | **Age:** 52

**Audience Segment:** Master Associations

**Job Title:** Onsite Manager

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## Function

Joy works for a company that manages several master planned communities. She's been assigned to manage one particular community, and is the point person for its upkeep and management. That includes the community clubhouses and swimming pools, that span 3,200 acres. 15,000 families call her community home.

## Accountable To...

Her real goal is to keep the homeowners happy. They're largely high net-worth families that enjoy their amenities and, to be honest, she fits in well with them. Because Joy only manages one property she becomes very invested in the community, and knows the property intimately. She even lives in the neighborhood—yet another reason why she cares about the community.

## Personality

Joy is a kind woman. She gets along with people well and is a good listener. She's well respected by residents for being kind and also for being proficient. It takes a certain level of organization skills to succeed at this job, and Joy has it. Her organizational skill is what keeps the place running, but it's her emotional intelligence that continually impresses her residents.

## Values

Joy is looking for two things in her vendors.

- ✓ **Quality.** She's not interested in finding a new landscape company every year. She wants to find a good one who shows up regularly and does good work, and she'll stick with them for a long time. Because it's a high end property, she's not concerned with it costing a little more if looks great.
- ✓ **Friendliness.** Relationships are really important to her. Half of her job is basically customer service with her residents. She expects that same value to be represented in the vendors she chooses to work with.

## ILM Value Proposition

ILM will win Joy over with its charming personality. She values having a face with the company, and while she may not know everyone on the crew every week, she appreciates the way her account manager treats her, and is glad that she has a dedicated person representing her at the company.

ILM will prove themselves over time by keeping the property looking like a high-end master planned community. She wants her property to be a place residents brag about to their friends, and ILM can make that happen.



# THE LIAISON



**Name:** Lindsay Caesar | **Age:** 40

**Audience Segment:** HOA

**Job Title:** Community Manager

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## Function

Lindsay works for a company that manages many HOAs. Her personal portfolio consists of about 12 different neighborhoods spread out all over town. She is in charge of organizing HOA boards, and following up to make sure all HOA related tasks are being accomplished. In a way she acts as the liaison between a HOA and her company. Quite the job!

## Accountable To...

Lindsay is accountable to the President of her company. The President is concerned primarily with maintaining current properties and adding new properties to their portfolio.

## Personality

Lindsay is all business and no fun. When you manage that many communities you can hardly blame her. She is highly organized, and highly pragmatic. She's kind of a hard ass.

## Values

Lindsay is looking for two things in her vendors.

- ✓ **Price.** Lindsay values price above anything else. She's spread so thin across so many communities and she's working with communities that aren't necessarily affluent; Lindsay is looking for a company that is going to get the job done, but not break the bank.
- ✓ **Trust.** She doesn't have time to micromanage every vendor at every property so she needs to know that all vendors are doing what they're supposed to be doing.

## ILM Value Proposition

Trust is built into ILM's DNA. They excel at it. Plus, they're large enough that there is a support system in place if one person or team drops the ball. They can recover well.

There is also value in the fact that ILM has a lot of experience working with this segment. ILM should be seen as the expert in serving community managers.

# THE GOOD OL' BOY



**Name:** Joe Jupiter | **Age:** 50

**Audience Segment:** Large Facility

**Job Title:** Facilities Manager

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## Function

Joe is in charge of all the day-to-day operations to keep his campus of Honeywell up and running. He's got a small team of engineers and maintenance workers under him to carry out high-level and general maintenance, but he hires out bigger projects like landscaping.

## Accountable To...

Joe reports to the COO, which basically means no one notices him or his department until something goes wrong.

## Personality

Joe has a construction background. He's one of those guys who can fix anything. He's a little rough around the edges, has a mildly inappropriate sense of humor, but deep down Joe is a good guy.

## Values

Joe is looking for two things in his vendors.

- ✓ **Relationships.** He loves building relationships with vendors who take him out for a beer, hang around, and shoot the shit after the work is done.
- ✓ **Quality.** His vendors are there to keep him in good standing with his superiors, and quality is the way to do that.

## ILM Value Proposition

ILM is really good at forming relationships with guys like Joe. Joe will show up for all the happy hours, and likes being "one of the guys".

As long as the company is doing well, price won't be the focus for Joe. Relationships will. If the company gets in a tight spot and tries to cut the budget across the board, Joe will try to weed out expenses that don't contain a strong relational bond first.

# YOUR BRAND SHOULD BE THE REPRESENTATION OF WHO YOU REALLY ARE.

*When everything else is removed, the brand remains.* It's the heart of your organization—its core beliefs and personality. This document holds the building blocks for ILM's remarkable brand. A strong understanding of this brand will help ILM be authentic and form deep relationships with its customers and fans.

# ILM Is Remarkable.

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