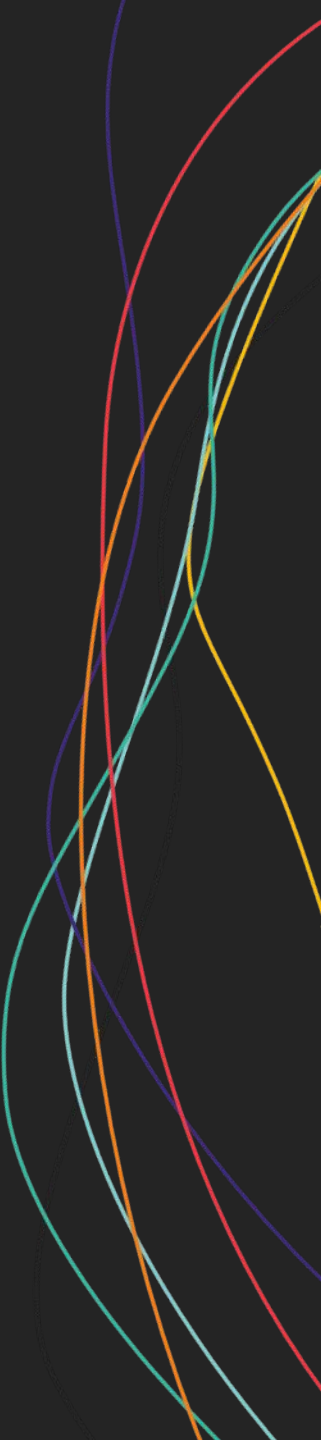




CHURNZERO

RYG Brand Identity



RYG Creative Brief



Background

Customer success (CS) is the business methodology of ensuring customers achieve their desired outcomes and ongoing value while using a product or service. Customer success is relationship-focused client management.

ChurnZero hosts local, small networking events, RYGs, for CS leaders and their teams. RYG is an acronym for “Red, Yellow, Green” – indicators used by companies to track the health of their customers – red indicating a troubled account, yellow an account with some concern and green a strong account. There are two versions of these events. The events targeting more senior decision makers are called RYG Leadership Hour. Events targeting customer success managers (CSM) are called RYG Success Hour.

ChurnZero is expanding the RYG program to include an annual industry conference, BigRYG, and the monthly webinars ChurnZero has been hosting.

Objective

Create a Brand Identity for the RYG thought leadership program. This includes local networking events, monthly webinars and annual conference.

RYG Creative Brief



Target audience profile - *who the target audience is and how should we talk to them? What are their current beliefs and our desired beliefs?*

Customer Success leaders and customer success practitioners in B2B SaaS companies. The audience also includes company leaders who are concerned with customer retention as a key business indicator for the health of their company.

Customer Success is an emerging business area and people are looking to gain expertise through education and knowledge sharing. They are looking for “their people”.

Event benefits and positioning - *an overview of what makes the events/program different*

The content at these events is focused on the business challenges and desired outcomes. The events are straight-forward, real, and challenge the audience.

The RYG program is supported by ChurnZero but it is not about ChurnZero. The events are to support the CS community.

The events are a resource for CS experts, leaders and practitioners delivered in the format they choose (online, small groups, large conference).

Key customer benefit - *an overview of how the events helps the participants*

Participants come away from the events with skills and actionable learnings and, for live events, a network of like-minded people.

They will have the skills to drive positive outcomes in their organizations – make them better at their jobs, have more success with teams, deliver greater impact on their company’s KPIs.

RYG Creative Brief



Single-minded proposition - *the single most important thing that the brand should convey to the audience*

Speak simply, be real, and challenge the audience.

Competitive overview - *relevant information about the product's competitive landscape*

Gainsight's **Pulse** is the biggest conference by far, it has a lot of content at different levels, but worries hard about delivering a good time for its attendees. There are parties, gimmicks and lots of pumped-up energy.

Totango's **CS Summit** / Global Executive Forum was a more business-like mini-Pulse but they've sunsetted that event and are focused on an invite-only executive conference – a boondoggle in Napa Valley.

ClientSuccess' **CS100** is focused on VPs and located in a resort setting; it's another boondoggle with OK high-level content.

RYG Creative Brief



Imagery (just ideas)

Flowers, heart, butterfly, soaring graphics

Tone - *characteristics of the program*

Upbeat, smart without being arrogant, inclusive, welcoming, sincere, positive, improvement

Colors

We want to use red, yellow and green as primary colors but we don't want it to look like the Jamaican flag OR rastafarian colors.

RYG Creative Brief



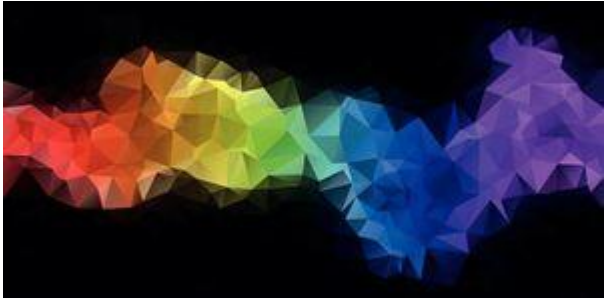
How it will be used

- Website
- Digital marketing – email, landing pages, social posts
- Onsite signage – BigRYG and RYGs
- Swag
- BigRYG main stage

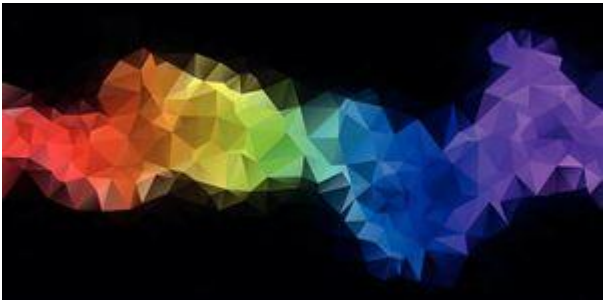
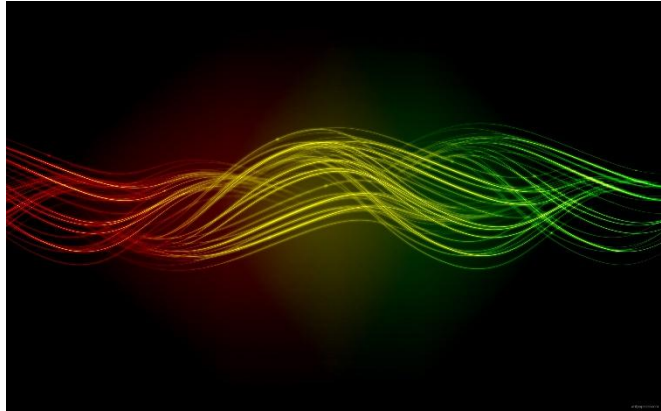
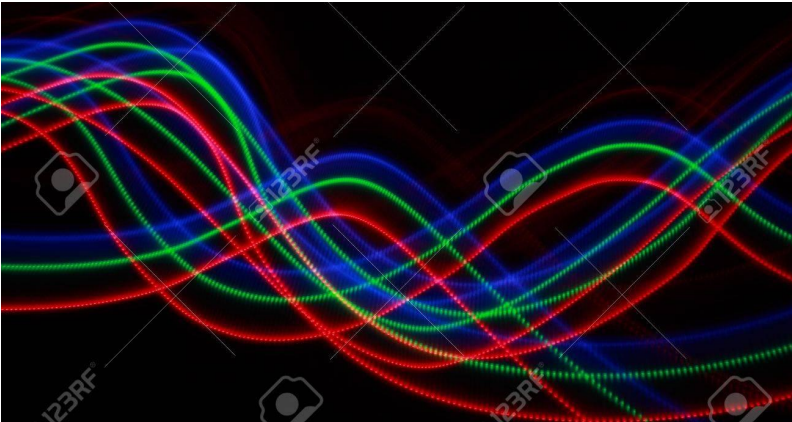
Not to use:

- Line drawn faces (sad, indifferent, happy)
- Traffic lights
- Heath related imagery
- Speed gauge
- Thumbs up/down

Design styles we like



Design styles we like



Industry events by vendors (examples)



Shapes (just ideas)



#257281816

How it will be used - website

The screenshot shows the top section of the pulse2020 website. The header includes the pulse2020 logo on the left and navigation links for 'About', 'Venue', 'Sponsors', 'Academy', and a 'Register Now' button on the right. The main content area features a cityscape background with the text 'Learn How to Deliver Outcomes and Experiences at Scale' and a play button icon. Below this, there are two columns of event information: 'Pulse Academy May 12, 2020 Moscone West San Francisco, CA' and 'Pulse Conference May 13-14, 2020 Moscone West San Francisco, CA'.

The screenshot shows the top section of the Marketing Nation Summit website. The header includes the Marketing Nation logo on the left and navigation links for 'OVERVIEW', 'PRICING', and 'REGISTER' on the right. The main content area features a purple and blue gradient background with the word 'SUMMIT' in large, white, outlined letters. Below this, the text reads 'MARKETING NATION 2019 HAS A NEW HOME AT ADOBE SUMMIT.' and 'March 24-28, 2019 · LAS VEGAS'. The bottom of the screenshot shows a dark blue header with 'MarketingProfs BB FORUM' logo on the left and navigation links for 'ABOUT', 'SPONSORSHIP', and 'REGISTER' on the right.

The screenshot shows the top section of the BB Forum website. The header includes the MarketingProfs BB FORUM logo on the left and navigation links for 'ABOUT', 'SPONSORSHIP', and 'REGISTER' on the right. The main content area features a background image of the Golden Gate Bridge with the text 'Nov 3-6, 2020 | San Francisco FLASH SALE Be one of the first 50 to register.' Below this, there are two red buttons: 'ALL-ACCESS: \$995' and 'CONFERENCE ONLY: \$795'.

How it will be used

Event signage



Event signage - Gobo



Email banner



Hi Hunter ,

We're bringing everyone all together for one massive customer event at [Higher Logic's Super Forum](#) this year. I know some of you were familiar with RMUG and I'm excited that **Real Magnet content is now rolled into Super Forum**.

Super Forum is Higher Logic's Users Group Conference and an opportunity to learn the latest in the marketing automation and online community industries, participate in product training, and network with peers from around the world.

We're looking for **Marketing Automation** speakers to present on Content/Design, Strategic Objectives, Tracking/Reporting, and more.

Event collateral



How it will be used - Event signage - stage



How it will be used - Swag

