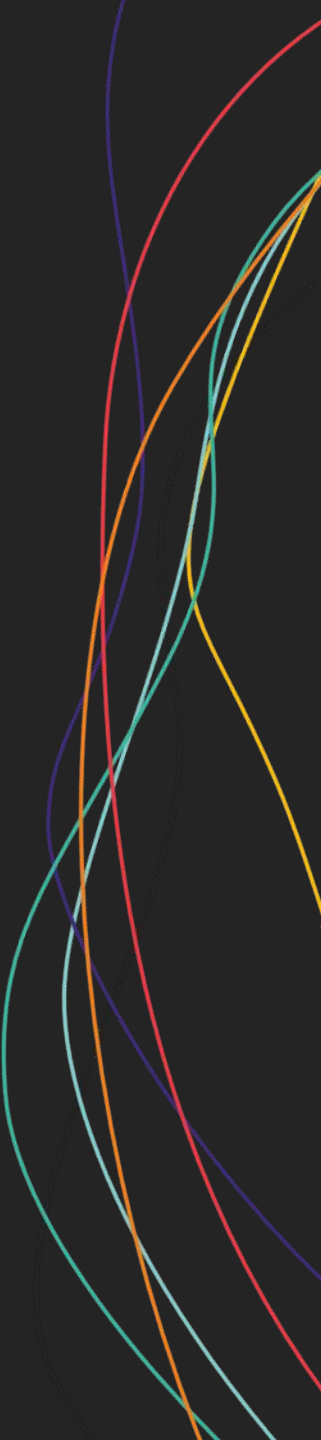# CHURNZERO

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.

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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.

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

Speak simply, be real, and challenge the audience.

<u>Competitive overview</u> - *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.

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Imagery (just ideas)

Flowers, heart, butterfly, soaring graphics

<u>Tone</u> - *characteristics of the program*

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

<u>Colors</u>

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.

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How it will be used
- Website
- Digital marketing – email, landing pages, social posts
- Onsite signage – BigRYG and RYGs
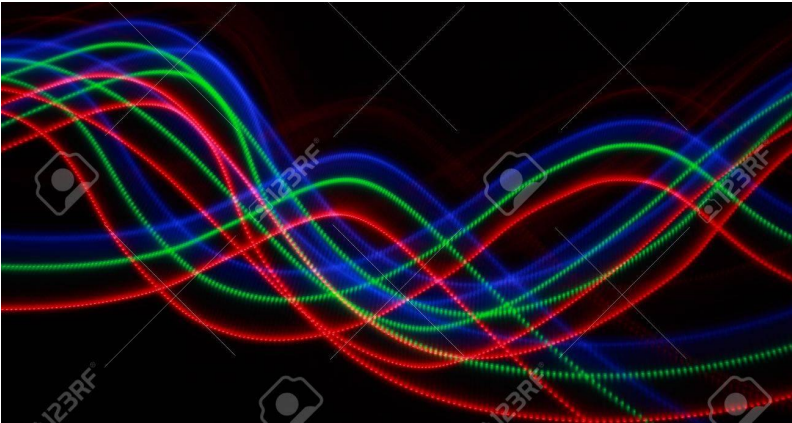- Swag
- BigRYG main stage

Not to use:
- Line drawn faces (sad, indifferent, happy)
- Traffic lights
- Heath related imagery
- Speed gauge
- Thumbs up/down

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Design styles we like

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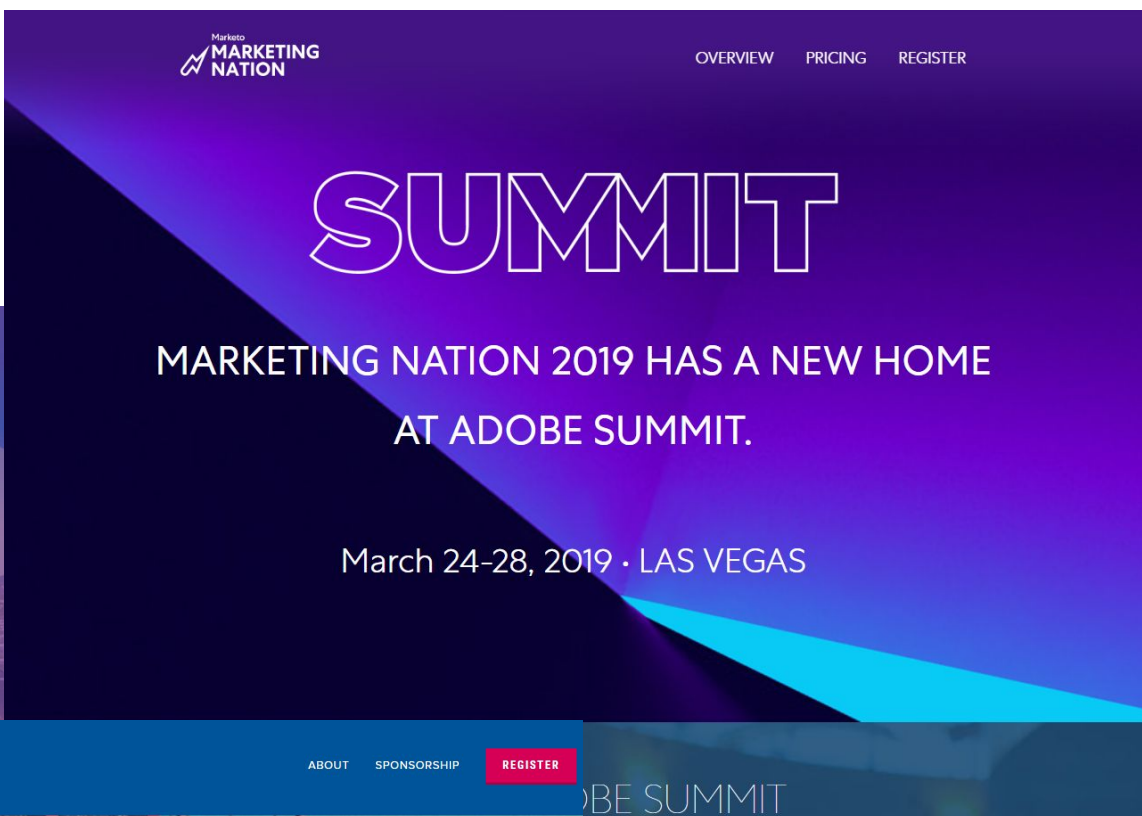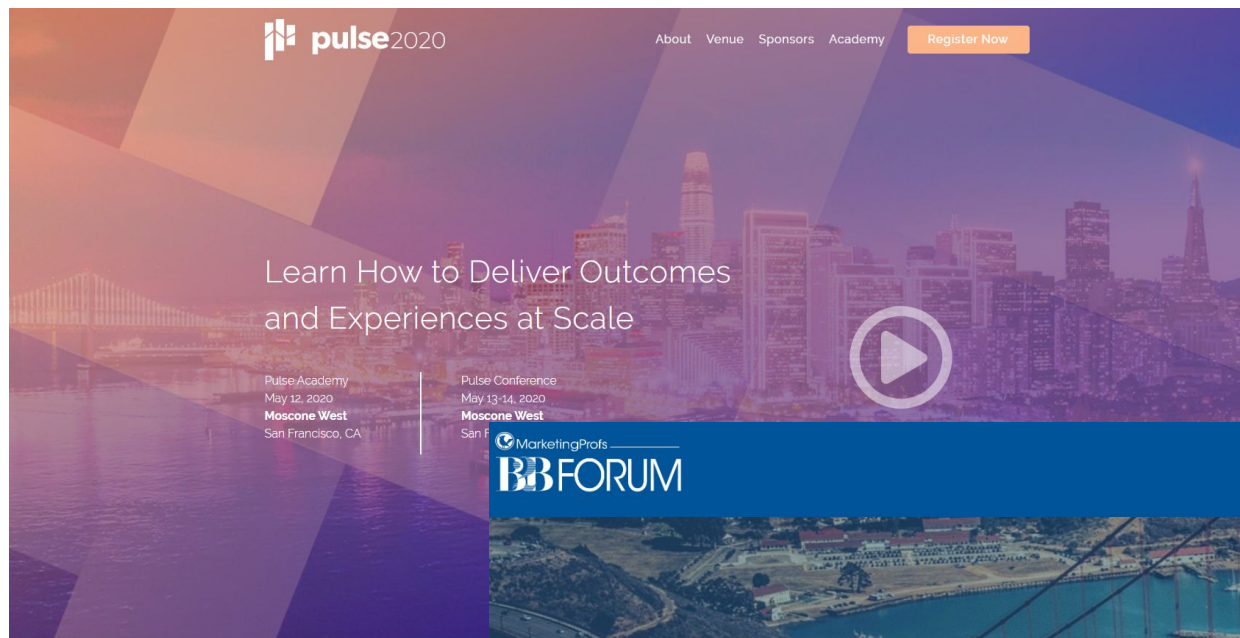# Design styles we like
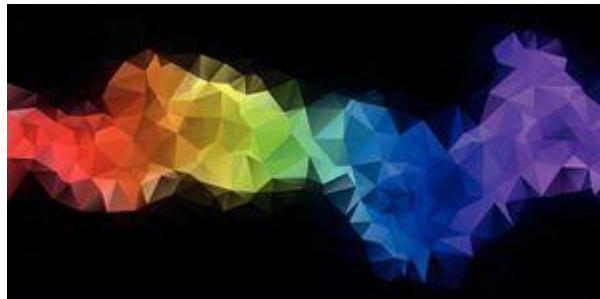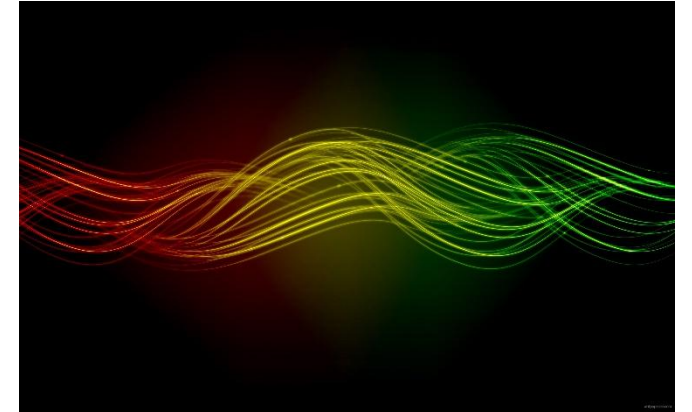
Industry events by vendors (examples)

Shapes (just ideas)
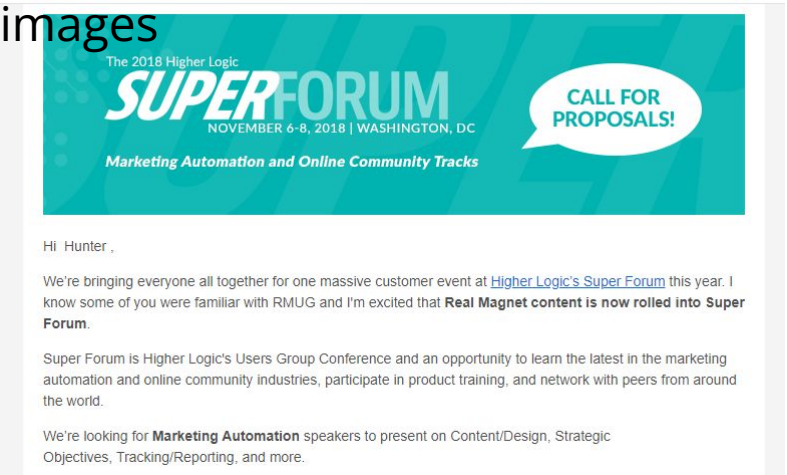
How it will be used - website
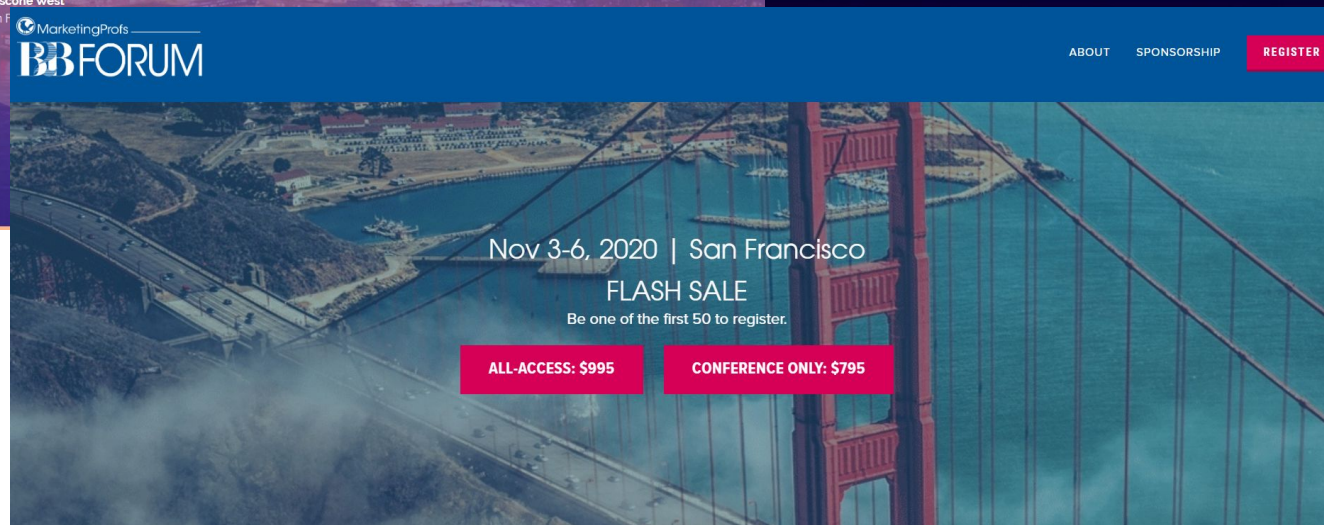
How it will be used

Event signage

Event signage - Gobo

Email banner images

Event collateral

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How it will be used - Event signage - stage

How it will be used - Swag