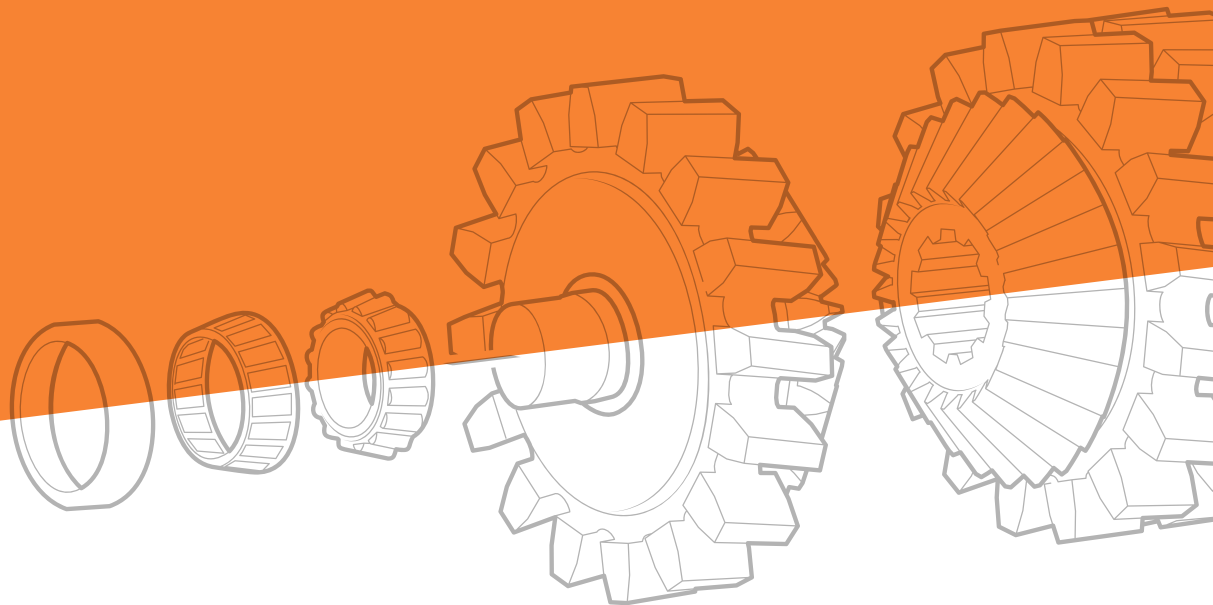


CK Power Brand Positioning

2018 – 2019



gorilla76

Overview

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Standard-At-Scale Account



Number of employees

10,000 – 100,000

Annual revenue

\$100 million – \$3 billion

Annual amount they spend with CK Power

\$50,000 – \$30,000,000 and growing

Geography

U.S. and Canada

Common industries

Any industry requiring a large fleet of equipment, either for rental purposes or internal use. Rental industry, telecom, utilities, oil and gas, construction.

Examples of ideal clients

Sunbelt
Hertz
AT&T
Alta

Who they are

- Large company with a strong national presence in their industry. Have a fleet of equipment and generators. Think ALTA, but on a much greater scale.
- Because of size, room to grow account once CK Power has proven a valuable energy solution partner.

Typical sales process

The Standard-At-Scale Account needs new products for their rental fleet or for internal use, and is either dissatisfied with their current provider or just looking to test the waters. Short on time to find a solution, the Frustrated Fleet Manager begins searching relevant terms (i.e., Tier 4 mobile generators) online and finds CK Power. CK Power's proven credibility, as well as our responsiveness and support after the initial contact earns us serious consideration. We give them a quote based on the Fleet Manager's wish list. The Fleet Manager then works with procurement to pare it down until it's within their budget. If they choose CK Power, it's because of our customer service, versatility and fast turnaround they can provide.

Access to decision maker

The Fleet Manager and Procurement Manager will have decision-making power. Typically little to no involvement from senior executives.

What they buy from us

Standard offerings at scale—often 100 products or more— with minor to moderate customization to fit units to their specific application. The products will often be white labeled with their company name and used for rental or internal use.

Other characteristics

- Require a great deal of support. This account may need their own dedicated point person to handle the influx of questions and requests post purchase.
- Might have an existing engine or platform CK Power must work around (i.e., Volvo Penta).
- Prefer to work with known brands. Remaining top-of-mind and increasing awareness are key.

Frustrated Fleet Manager

The Frustrated Fleet Manager is dissatisfied with their current provider due to a lack of quality, versatility or support — and is searching for a new solution. She needs more than a vendor — she needs to establish a strong partnership with a provider that has the tenacity and engineering expertise to design products tailored to their market’s specific needs, and deliver dedicated support to them as they roll out the new products.

Personal frustrations

- Lack of support / attention from their current provider.
- To stay relevant, must continue providing advanced technology tailored to their end users’ needs.

Type of buying experience they seek

She expects attentiveness and support from beginning to end, with quick response times. We must not only prove engineering expertise and the long-term value of their products, we must also show their commitment to providing service and support long after the sale.

What they value about us

- Quick lead times, high quality products and services.
- Treated like family — never like just another number.
- Helpful and knowledgeable in every interaction, on and offline.
- All products backed by our industry-leading engineering team, enabling them to receive products designed exactly to their specifications.
- Passion for excellent products and service up and down the company.

Business goals

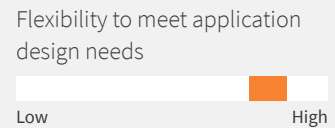
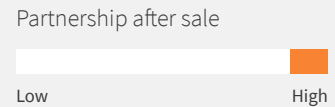
- Continue providing advanced technology tailored to their end users’ needs to stay relevant.
- Achieve Tier 4 compliance without sacrificing usability or cost.
- Prove long-term value of investment with new provider to the procurement team.



Common job titles

Fleet Manager, Power Rental Manager, Director of Rental Acquisitions.

Purchasing priorities



Knowledge of your industry

Knows his industry and the functionality he requires but will rely heavily on CK Power’s engineering expertise and versatility in designing the products.

Custom-Engineered Solution Account



Number of employees

Varies

Annual revenue

Varies

Annual amount they spend with CK Power

Varies

Geography

U.S. and Canada

Common industries

Not defined by industry but by a need for a custom power system. Examples include OEMs, oil and gas, food and beverage or sports and entertainment.

Examples of ideal clients

New Flyer
Phenix
Budweiser
NASCAR

Who they are

- Any company requiring a completely customized power solution. Think New Flyer or Phenix, but with any power problem in any market.
- Have defined their problem, but need help identifying and developing the solution. Have allocated a suitable budget to do so.

Typical sales process

Armed with knowledge of their industry and a list of questions, the Determined Design Engineer begins searching online for a solution. After vetting CK Power by browsing their site, they contact us and we respond immediately. Using CK Power's salesman as a conduit, our engineers collaborate with their engineers. After 3 – 6 weeks, we send them a rough draft of our proposed solution. Few, if any, other companies are able to provide anything comparable—and some competitors may say a solution is impossible—so price takes a back seat to lead time and viability of our proposed design. If our solution checks all their boxes, the deal is done.

Access to decision maker

The engineering and procurement teams have decision-making power. If engineering is sold, then procurement will be on board if within allocated budget.

What they buy from us

Value-added power solutions, encompassing customized generators and engines, as well as never-before-seen power solutions (e.g., battery charging containers). Typically order 1 – 10 units, though there is opportunity for re-orders, selling the newly developed solution to other companies down the line or developing more custom products for the same account.

Other characteristics

- Receptive to new ideas but will still require convincing. Transparent communication from engineering team is vital to any sale.
- Requires a credible, knowledgeable company with the economy of scale to produce custom products within reasonable cost limits.
- May have to go through several design iterations. Start with simplest platform, then move up to the next simplest, etc.

Determined Design Engineer

Understands his product and industry, but has an insurmountable problem requiring a never-before-seen power solution. When he reaches out to CK Power, he's looking to collaboratively design and develop a solution that exactly matches his needs, with usability and functionality elements he wouldn't have thought of on his own. Few other companies can develop custom solutions at the speed and scale of CK Power, so he is easily won over if our engineering team can communicate the feasibility and long-term value of our design.

Personal frustrations

- Lacks a clear vision of how to solve a major product or application problem.
- Discouraged when a solution doesn't already exist on the market.

Type of buying experience they seek

Collaborative. Sometimes he already has a rough idea of a solution. Other times he only has the problem. Either way, he expects to work closely with our engineering team to land on the best-fit solution. Our salesperson serves as a facilitator and fireman.

What they value about us

- Expertise. He buys into the quality of our engineering team as much as the solution itself.
- Provide support as they roll out his new, custom products — long after initial sale.
- Flexibility to provide many potential solutions, make changes on the fly and deliver quickly.

Business goals

- Find a solution exactly tailored to their application, ranging from reconfiguring existing equipment to meet difficult space claims or developing never-before-seen power technology.
- Typical business goals: Differentiate product from competition, increase functionality, meet space claims, enhance usability, save money in the long term.

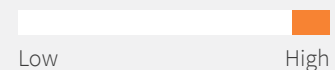


Common job titles

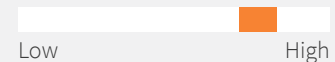
Design Engineer,
Application Engineer.

Purchasing priorities

Ability to determine the ideal solution



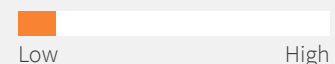
Attentiveness, service & support



Fast turnaround time

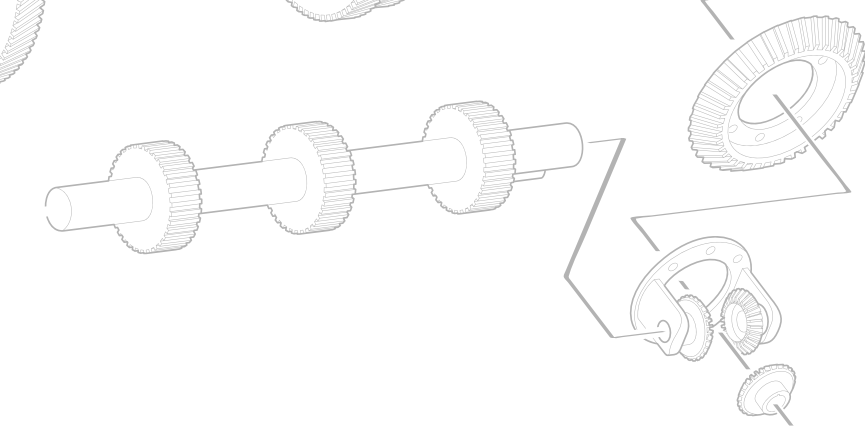


Price



Knowledge of your industry

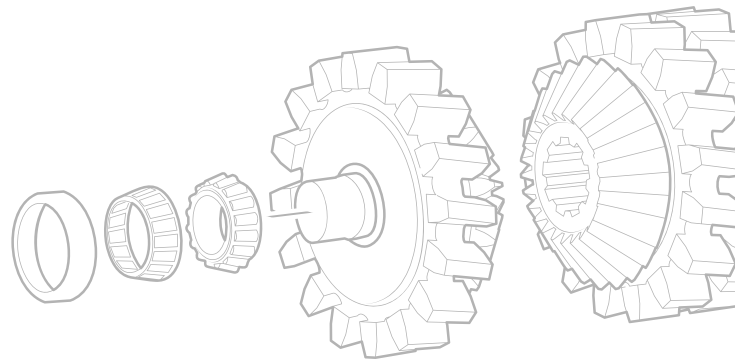
Very high level of knowledge regarding their product and the problem they're having. Less knowledge about CK Power's realm of expertise — will rely on engineering team to develop solution to problem.



Brand Positioning

Positioning Statement

CK Power never says no, with a full line of standard power products and a proven reputation of engineering the impossible.



Brand Positioning

Positioning Story

Problems we solve

- “We can’t make that customization.”
- “A solution to that doesn’t exist.”
- Slow response times and unsatisfactory support.

Offerings

- **Access to a world-class engineering team.** Powerful engineers build powerful products. We understand this, which is why we hire and cultivate only the top engineers — a team that continually designs and builds leading edge technology.
- **Standard power generation products.** High-quality engines and generators at any kW output for every market — and configurable for any end use. And because their success is our success, we provide all the product support, service and training they need as the units roll out.
- **Never-before-seen power solutions.** A customer can come to us with a problem after exhausting all other options —and being told by the competition that a solution is impossible— and we’ll collaborate with their team to transform their idea into a real, working product at a fair price.

Differentiators

- **We don’t say no.** To training and support requests, quick turnarounds, developing first-in-class products — anything. And while we might not have an answer immediately, you’ll have a response within 48 hours and transparent communication with our sales, support and engineering teams until we do.
- **Global leaders in power generation technology.** Others say this — we live it. At international rental conferences, major players are puzzling over problems we’ve already solved.
- **Value over price.** We’re not the cheapest, but the value we provide before and after the sale more than justifies any discrepancy. For those who understand the quality of our products, engineering support and customer service, there’s no comparison — not even dollar to dollar. Others sell products, but we establish partnerships.
- **Resolute commitment to our customers.** We never take a customer for granted — whether you bought from CK Power yesterday or 20 years ago, we’ll answer your calls and provide whatever support or service is necessary to resolve any issues that may arise. We’re a family-owned business built on family values and treating the customer right.

Customer facing positioning

Tagline

The complete source for engine and generator power.

Brand image

1. Experienced
2. Flexible
3. Loyal

Brand Personality

Brands we admire

<https://www.caterpillar.com>
<https://www.cummins.com>

Brands that are similar to ours

<https://www.taylorbigredforklights.com>
<https://www.banditchippers.com>
<https://www.pjpower.com>

Who CK is not

Fancy
Sleazy
Ornate

Experienced

Our people are our most valuable asset. We've been in business since 1929, but so have many of businesses. We're different because, throughout each of those 89 years, we've invested in only the best people. Our team's experience, expertise and work ethic are what enable us to build quality products and design never-before-seen power solutions.

“ **To be honest, I'm shocked.** I just came back from a large rental show, and a lot of factories had no idea we could do this kind of fixed RPM in a Tier 4 Final.

Flexible

CK Power will never say no. From top to bottom, our entire company will go to any length to make a customer's request —whether support, engineering or service related— possible.

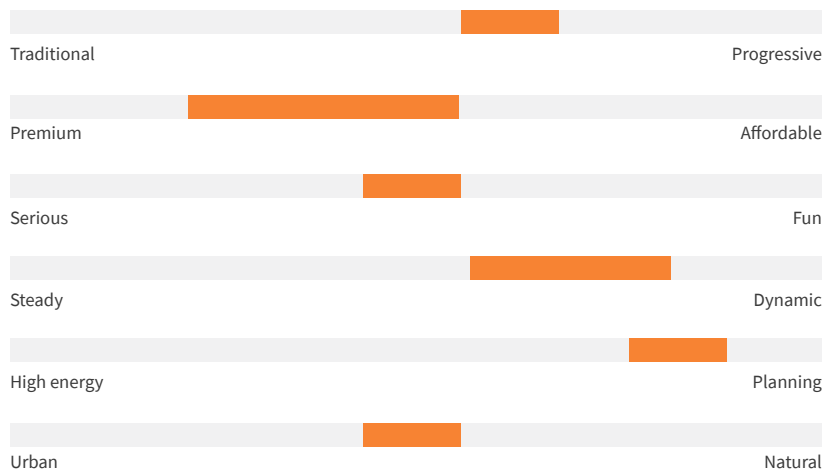
“ **They understand from the get-go what we want.** And they put their heads together and, if something changes, I can simply pick up the phone and talk to Clayton. They invest in really good folks and they're all there to help — from the top to the service men as well.

Loyal

We are a company built on relationships. As we continue to grow and evolve, building and maintaining relationships will continue to our principal priority — and this must be evident in every customer interaction, on and offline.

“ **Once I got the handshake and the nod from Clayton, it seemed like it was a match made.** I knew the father, and now I know the son. Very nice, knowledgeable people. A whole family coming together — and that's how we are treated by CK Power. As family.”

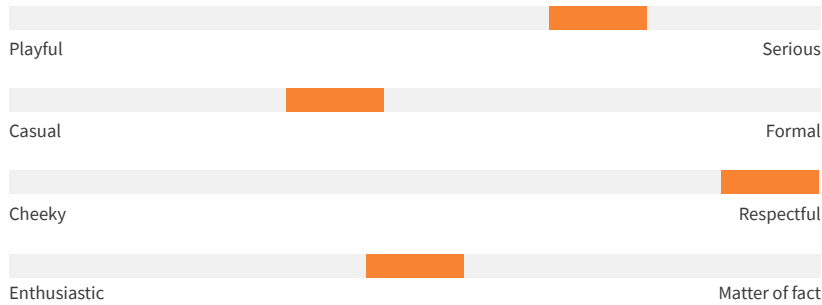
Personality overview



Brand Image

Voice and Tone

Tone overview



Headlines

Clear, informative and to the point. While there's room for a more casual feel at times, never sacrifice clarity for cleverness. Copy decisions should be based on the purpose of the piece and the audience it's written for.

Examples

WHY DIESEL POWER IS VITAL TO THE GREEN ENERGY MOVEMENT

THE NO-NONSENSE GUIDE TO NFPA 110 COMPLIANCE FOR EMERGENCY POWER SYSTEMS

WITHOUT YOU, PRESENTING THE NASCAR EATON 200 WOULDN'T HAVE BEEN POSSIBLE

ENGINEERING A FIRST-IN-CLASS BATTERY CHARGING CONTAINER FOR NORTH AMERICA'S LEADING TRANSIT BUS COMPANY

Headline preferences

Use compelling headlines where possible (i.e., Why diesel power is vital to the green energy movement). But don't shy away from straightforward headlines for more educational copy (i.e., Factors impacting standby generator costs).

Brand Image

Voice and Tone

Branded body copy

CK Power, as a brand, should be approaching the person reading the copy — whether that's a blue-collar worker or a CEO. Their voice is confident, but never cocky. They see the bigger picture and know how to achieve a client's goals, and are willing to do whatever it takes to get there.

Example

Clean diesel technology is reliable, proven and available today at a lower cost than other green options. And while battery and renewable energy sources continue to be researched, clean diesel is needed to fill the gaps, providing the energy pulse American industry needs to keep moving forward.

Diesel fuels our economy. Many of the industries that make out day-to-day lives a possibility — farming, construction, infrastructure and more — depend on diesel to power their equipment.

Informational copy

With no clear industry thought leader, there is room for CK Power to take the lead through helpful, informative content like the Tier 4 and Diesel vs. Battery guide. This is the goal of informative content — to emerge as a thought leader in the eyes of CK Power's target audience. Despite the technical nature of the topics we'll be discussing, copy must be approachable and compelling.

Examples

TYPE OF FUEL: DIESEL OR GASEOUS

More often than not, your standby generator will run off an on-site fuel source as described above. And for life safety applications, you have to have an on-site fuel source, typically diesel.

But for alternate power systems serving non-critical loads, it would be acceptable to run your standby generator off your gas line — which would save money in fuel storage and maintenance. Stored fuel has to be tested and cleaned periodically to prevent microbial growth and remove sediment. If your system runs off your gas line, however, you wouldn't have to worry about that.

The keys to understanding NFPA 110: Level, Class and Type
The key to understanding the requirements outlined in NFPA 110 lies in acquainting yourself with the way emergency power supply systems (EPSS) are classified: By Level, Class and Type.

Level	Class	Type
Dictates performance standards your system needs to follow.	Duration your system must be able to run without refueling.	Time your generator has to get up and running after a failure.

Example from the NFPA 110 whitepaper of how to break copy up into short, scannable pieces.

Branded preferences

Think critically about who, exactly, any branded copy is written for and talk directly to their pain points. While CK Power as a brand is confident, branded copy should be about them and their needs — not us.

Your voice should be personable, while making it clear that CK Power is experienced, reliable and flexible.

Informational preferences

It is okay to cite quotes and stats from competitors, as long as it helps CK Power seem transparent, honest and credible.

Try to use illustrations, pull quotes and stats where possible to make technical copy more accessible.

Break copy up into short, scannable pieces with small paragraphs, bullet points and frequent subheadings.

Avoid long sentence structures when possible.

Brand Image

Design

Typography

The Industry font combines geometric and technical styles to create a tough, heavy sans serif characterized by angled corners. It is used for display and short form content. We've used Arial for long form and caption content where the round, standard form is more comfortable to read.

AaBbCcDdEdFfGg

Industry Ultra

AaBbCcDdEdFfGg

Industry Bold

AaBbCcDdEdFfGg

Industry Book

AaBbCcDdEdFfGg

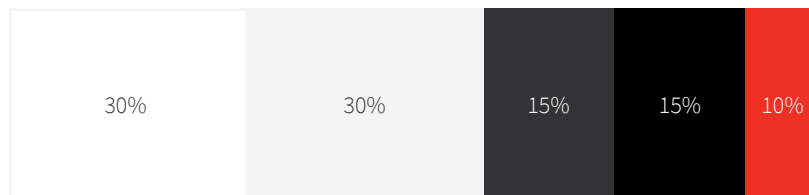
Arial SemiBold

AaBbCcDdEdFfGg

Arial Regular

Colors

Red and dark / medium gray convey the powerful, tough aspects of CK Power while the light gray and white balance their technical side. Red is used sparingly but purposefully throughout all materials.



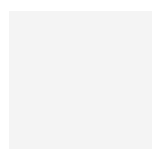
Dark Gray

R0 G0 B0
C0 M0 Y0 K100
#000000



Medium Gray

R49 G51 B52
#313334



Light Gray

R244 G244 B244
#f4f4f4



CK Power Red

R218 G41 B28
C0 M81 Y87 K15
#EE3124



White

R255 G255 B255
#ffffff

Type preferences

Use contrasting weights of Industry to create typography hierarchy in headlines instead of color changes.

Typography is currently one of the most identifiable branded elements.

These are different from print. We feel they better represent the modern company CK Power has grown into but may be worth a conversation about consistency down the line.

Color preferences

For highly branded elements, use the darker, bolder color options and save the white and gray for content heavy and technical sections.

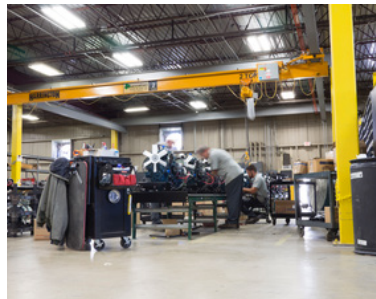
Avoid fields of red because it is similar to how Cummins, a competitor to CK Power, brands their materials.

The shades of grey used in web are slightly different to account for digital output.

Brand Image Design

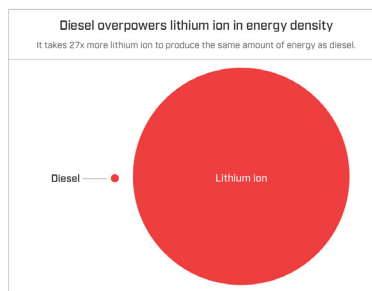
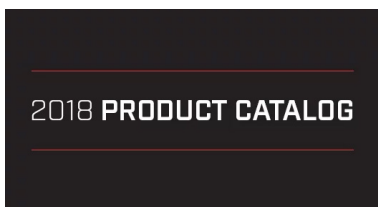
Photographs and video

Images focus on the breadth of CK Power's operations and the personal commitment of their workers to a job well done. They should be bold, graphic and inviting.



Graphic elements, illustrations or diagrams

Graphics and diagrams are informational first and foremost. They are used to reinforce, clarify or represent complex ideas. Stylistically, they are built from basic geometric, reflecting and instructional manual design.



Imagery preferences

Going forward, creating a unique, identifiable imagery style will be important.

The people make CK Power's business unique and seeing more of them in imagery will help convey CK Power's personal touch.

Red gradient overlays are another identifying branded element.

Graphic preferences

Graphic elements are not common in this industry and creating an identifiable style will set us apart from the competition.

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