YOUR BRAND IS HAVING A MOMENT

FOR TECH START-UPS, UNDERSTANDING THAT MOMENT IS KEY TO SUCCESS.
This isn’t just a product question. Tech companies need a strong brand to continue growing - a message, visual identity, digital presence, and content that captures the imagination of investors and prospects.

There may be hundreds of other tech start-ups crowding into your space. Only companies with a distinct voice in the marketplace are poised to win.

Based in Baltimore, Fifteen4 has a 15-year track record of helping DC/Baltimore-area tech companies grow.

To make it easy for tech companies to level up their growth, Fifteen4 has developed a brand-building package tailored to the specific challenges (investor expectations, short runways, established competitors) facing tech start-ups.

Check out Dispatch's new website: https://dispatch.me. This B2B SaaS platform partnered with Fifteen4 to build out their messaging, visual identity, and website. Their brand upgrade is equipping them to enter new markets, secure more clients, and lure new investors.
Our 12 years of partnership with Ciena recently culminated in ‘The Adaptive Network,’ a collaborative big brand strategy wrapped in killer creative work distributed across all of their marketing channels. From homepage takeovers to a brand anthem video, the campaign connected with buyers by suggesting that ‘survival of the fittest, is survival of the most adaptive.’

Fifteen4 rebranded and relaunched the Blue Planet Intelligent Automation Portfolio through distinctive new brand assets, digital campaign tools, and a signature brand anthem video. The video captured the strength of the technology through a mixture of stock footage, animation, and original footage employing a potent boxing metaphor.

A DoD subcontractor that develops pioneering technology for the battlespace, BTS asked Fifteen4 to build them a digital presence that would appeal to potential recruits. We created new messaging, a new brand identity, and a bold new website that (in their words) “makes government contracting look bad*ss.”
THE BRAND BUILDING PLAN

A 6-MONTH MISSION

Fifteen4 has developed a brand building plan that will prepare your company for new investment and customer acquisition. The four phases outlined below are foundational elements of a successful tech brand. This plan will be adapted to your specific needs.

MONTH 1

LAY THE FOUNDATION

Brand Framework: A strong message that differentiates your solution.
- Brand Story
- Messaging Framework
- Positioning Statement

MONTH 2

CREATE A LOOK AND FEEL

Brand Identity: The visual style that defines your brand.
- Logo Usage
- Imagery/Graphics
- Color Theory
- Typography

MONTH 3

BUILD A DIGITAL PRESENCE

Website: The first place customers and investors will look to learn about you.
- Design
- Development
- Copywriting

MONTH 4

PRODUCE CONTENT

Brand Anthem Video: A 60-90 video that provides an engaging overview of your solutions.
- Creative Development
- Scripting
- Production
- Post-Production

MONTH 5

MONTH 6

LAUNCH / CELEBRATE / BASK IN THE GLORY OF YOUR NEW BRAND / GO FORTH WITH PURPOSE / !!!!
CREATIVITY WITH PURPOSE

CONTACT
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