

Discover Mediaworks Brand BackStory™

Elevator Pitch/Product Description

Discover Mediaworks is an Emmy-winning provider of high impact communications for businesses looking to share their stories with audiences of all ages and interests. Founded as **Discover Wisconsin** over two decades ago focused on the multidisciplinary world of video production, Discover Mediaworks has grown to embrace all media with a very simple, yet meaningful creed:

Discover a timeless story—and make sure it's beautifully told.

Brand Foundation

Vision

To be recognized by clients as their go-to, “got your back” marketing communications partner regardless of channel, media or technology.

Mission Statement

To provide regionally based organizations and family-owned businesses with world-class marketing that makes the very most of every dollar available while focusing our client partners’ messaging to ensure the quality and effectiveness of every communication story, via any medium.

Core Values

- Being family-owned means personal reputations are on the line every day.
- We efficiently use every dime from every dollar—for partners and ourselves.
- Treat every “one off” project as if it has the potential to become a 15-year relationship.
- Everything we do requires an interdisciplinary team of professionals playing their individual positions as smart and hard as they possibly can.
- There is always a way to do what can’t be done.
- In this business “working hard” and “having fun” should be the same thing.
- Our quality is defined not by our best work, but our worst.

Brand Promise

When selecting **Discover Mediaworks**, organizations and businesses get a true partner dedicated to making the absolute most of their marketing communications dollars while applying the highest level of creative, technical and executional excellence possible.

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Target Audiences

Primary

- Wisconsin-based, family owned companies
- Regionally based organizations

Secondary

- Governmental/quasi-governmental associations and agencies located in Wisconsin

Tertiary

- Any organization or business seeking high quality/high value marketing communications

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Consumer Behavior/Key Insight

In every medium there are pure play companies that specialize—but they can cost dearly and often have the questionable “bedside manner” of clinical medical specialists. And many companies actually desire that kind of care for their marketing communications.

But what if what you really want is a solid General Practitioner? Someone who knows you to the core, can provide you the excellent day-to-day care you need, and be capable of marshalling the best specialists when necessary.

For all the companies out there that want a medical specialist, there are just as many seeking “the trusted General Practitioner.”

Discover Mediaworks is that trusted General Practitioner for nearly all of our client partners. By understanding and embracing this fundamental fact, **Discover Mediaworks** has the ability to identify, actively target, and ultimately cement long-term relationships with a huge variety of regionally based organizations and businesses.

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Corporate Heritage/Key Insight

Discover Mediaworks was founded in 1987 with just one product that was firmly focused on a single vision: helping an entire region discover Wisconsin by telling its most captivating stories via the most impactful medium of the time—broadcast television. Over the years, the company expanded this mission to tell other stories through wholly owned TV series, partnered programming, and a variety of corporate- and marketing-video productions. **The key word here is video.**

Video, and all its attendant disciplines, is **DMW’s** core competency. And the timing couldn’t be better.

As the broadcast communications monolith fractures into thousands of separate and increasingly personalized channels, there's only one common element: video. It's the king of all content, used everywhere and at all times to communicate compelling content regardless of player interface. Hollywood-grade entertainment is now available on command in the palm your hand. It's a bold, new communications world—and **Discover Mediaworks** is perfectly poised to dominate it. But only if we honor one great corporate truth: that video is who we are, where we excel, and our greatest offering to our client partners.

That doesn't mean we don't take on work that's not strictly video-related. But every client partner relationship we seek should have a significant video need. We are not magazine publishers. We are not "Zappos.com" interactive specialists. But we are experts at attracting audiences with sound, imagery and story. By sticking to video—our corporate DNA and key competitive differentiator—our short- and long-term success is assured.

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Primary Message

Discover Mediaworks is your trusted first call for all marketing communications, regardless of audience, medium or technology.

Brand Attributes

- Thrifty excellence.
- "Can do" personified.
- Always on call.
- Quintessentially Midwestern.
- Every challenge has a solution.
- The tool, and tools, you can count on.

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Brand Personality

- Creative
- Authentic
- Responsive
- Trustworthy
- High value
- Personal

Positioning Statement

For those seeking the most value for their limited marketing dollars and a long-term, all-media capable communications partner, Discover Mediaworks offers a complete menu of creative strategic and tactical marketing services, a high level of personal consultation, and a comprehensive set of both custom and "off the shelf" products and services.

Master Brand Images

**"A picture is worth a thousand words."
An effective brand is worth a lot more.**

Not all brand images are meant for public consumption. And there's a big difference between what we do—and how we do it. That which attracts those who don't know you is not necessarily the same as that which keeps those customers long-term. That's why we're embracing two distinct, yet complementary, brand images to help tell the full story of Discover Mediaworks.

Creative



Authentic



Responsive



Trustworthy



High value



Personal



What we do / Fire

For many people, what we do is magic—and descends directly from millennia of storytellers who used the power of narrative and the atmospherics of fire to enrapture audiences. Fire provided light and shadow, focus and mystery. That fire sparks imagination, and attracts interest. Like moths to a flame, the fire we capture and cast on screen serves to bring our clients' stories to their most important audiences, igniting desire to buy, visit or engage.

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How we do it / Leatherman multitool

There are companies that are all high style and diva-attitude. Then there's Discover Mediaworks. Born in the northwoods of Wisconsin, DMW brings a no-nonsense, practical point-of-view to projects, no matter their technical sophistication or conceptual complexity. And "Git 'er Done" is no bumper sticker saying applied to the company from outside; it's encoded in our corporate DNA.

Need a single image that sums up this "take the hill with no excuses" attitude? How about a Leatherman multitool. Those who know us, and value our grounded, solutions-oriented approach already look at us this way. We're their go-to problem solver, and the trusted tool they keep close at hand for immediate use.

The first Leatherman created an entirely new category: the survival tool. And for many of our clients, we're exactly that: their marketing communications survival tool.

So how do these twin master brand images work together?

If "Fire" represents the inspiration we capture and craft, "Leatherman" is the perspiration that ensures the quality of the stories we tell.

What we do / Fire



How we do it /
Leatherman multitool



Brand Copy & Visual Style

Know who you are. Then be it. That is essential for any successful brand. And as one astute DMW associate so eloquently put it, there's nothing wrong with being a go-to multitool if that, in fact, is what you are.

So how do we project this brand through the images and words we use to describe the company? By keeping it simple, clean, utilitarian and focused. Overly florid verbiage or design just doesn't work for a company founded by a Northwoods Muskie guide.

But doesn't a company working at the cutting edge of technology need to look all techno, shiny and wow? Not if what you do is to serve as the backdrop for client partners' brands to shine. Think of it this way:

Discover Mediaworks is the gallery.

Discover Wisconsin/Wilderness/Renk Seed et al, is the art we make.

Doesn't it make sense for the **gallery** to allow the **art** to shine in the spotlight? Well, in this case, our art is the work we do for our client partners, our TV show properties, and our "soon to be retainers" one-off projects.

Clean. Simple. Utilitarian. Confident. Strong. Let our art take the stage. It speaks for itself.