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BAGL Brand Guide

For Print and Digital Applications

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BAGL

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Commercial in Confidence:

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Media Guidelines

Target Client

Considerations

“If you’re marketing to everyone, you’re marketing to no one.” Who you serve is part of what makes your brand interesting and memorable. Its why certain clients gravitate toward Lafayette Custom Interiors.

We need to define your muse. We could be talking about the age of your clients, an income range, residential vs commercial clients, a particular style, a need for special functionality, a certain quirkiness...or whatever else defines the client that you are really good at serving. We will create an avatar of the client who is going to need your talents. We will go beyond characteristics like age demographic, and profession. Where do they shop? What do they do on the weekends? What is their theme song? What kind of wine do they drink?

Everything you put out there as a business via marketing/ advertising, social media, your website, etc. will be directly speaking to your target client, your brand muse.

Definitions

BAGL appeals to middle to home builders, associates working in the home building industry and tradespeople with a household income around middle to affluent levels and comprise professions such as electricians, building materials, HVAC, plumbing, business owner and are often self-employed. The client may also travel often for business and/or family, or purely for pleasure. BAGL has clients in both residential and commercial sectors.

Members of BAGL require solid code and spec knowledge which concentrate on legal, regulation, materials, marketing and more as they relate to local and national ruling. The member has instant access to other home builders in this network. This goes in hand with team/partnership considerations and general relationships in the industry. The member often knows a very specific group, but may not have the time to reach outside the group without the help of BAGL.

BAGL members value expertise and quality, that it is done the “right” way and may not have worked toward a marketing or networking plan on their own. Members are able to make quick decisions and will waste little time in the planning and decision-making process.

Our members trust BAGL as a source for professional networking and expertise regarding the industry, is able to give good feedback and is willing to consider budget when making decisions. Our members are either a traditional business or searching for progressive trends...and sometimes both.

Media Guidelines

Services

Considerations

When you join the Builders Association of Lafayette, not only do you become a member of the local association, but also the Indiana Builders Association (IBA) and the National Association of Home Builders (NAHB), representing over 196,000 firms associated with the housing industry.

Protect your industry - The building industry is one of the largest in the United States. Individuals joined together have a greater impact and can accomplish more for the good of the industry. BANI, IBA and NAHB are continuously representing you to assure that housing remains affordable.

Increase business contacts - BAGL offers many opportunities for networking and learning more about the industry by participating in association activities. Every contact, every exchange of ideas with fellow members is an asset to your business.

Professional Affiliations - Affiliation with the Indiana Builders Association and the National Association of Home Builders shows your clients and customers that you are committed to your profession.

Publications - Builder magazine, Nations Building News, Indiana Bildor, the BAGL newsletter, and other industry information available from the NAHB and IBA resource centers.

Membership Meetings - Informational programs, Networking, and simply having fun!

Advertising/Marketing - BAGL provides many opportunities to increase your visibility and showcase your talents, including newsletter advertising, tabletop nights, home shows, remodelers showcase, and the parade of homes.

Community Events

Opportunities to get involved and help the community, such as projects to benefit not-for-profit organizations.

Definitions

Networking and Promotion of your company

Membership meetings – Members love our membership meetings as we mix fun into an informal, yet informative evening!

Industry News and Technology Updates

Educational Opportunities - including business management, code and safety training,

Events – Home Building and Remodeling Show, Parade of Homes, BAGL Blast Golf Outing, Family Events

Advocacy - working with elected officials and regulators on your behalf to keep an eye on issues that impact housing and your business

Committees - variety of committees working hard on your behalf including Build Your Future BAGL. Members decide how much they want to be involved and work to expand their connections and business. Joining a committee is a great way to grow with BAGL.

Social Media promotion – Website, Facebook, Twitter and Instagram

Media Guidelines

Strategic Media Content Creation

General Guide to Tone

Engage

We want to always be engaging our client. Provoking them to think about what we are selling. We do this by asking questions or challenging conventional ideas. Think about our brand muse when creating engaging content.

What is she asking herself? Is she wondering if parts of her kitchen are outdated as she makes last minute preparations for a wine and cheese party?

Does she want to get her partner a “man cave” room remodel as a gift? Further, is this as much about giving a gift as it is getting him/her out of the living room for the big game?

Now that the kids are gone to college, is the furniture ready to be replaced and upgraded to something that is new and trendy and not old and banged up from high school?

Is she just too busy to take the time to map out the interior design of the newly remodeled bathroom? Maybe she has ideas or reference and just needs a little extra help from a professional.

Is she just not good at color selection? Maybe they tried to paint the bedroom and realized that the color was too dark, too saturated or just bad and now needs someone to find the right scheme to achieve balance.

Call to Action

Once we have our audience engaged, we need to provide a concise call to action. This can involve combining motivating solutions with offers and language geared to get clicks, calls and ultimately feet through your door.

Call now for a free quote!

New clients receive a 10% discount.

Find out how we can save you time and energy on your remodel.

Need a balanced design plan for your remodel but don't have the time? Call us now! We can help.

Balance

Being able to project a balanced voice for Lafayette Custom Interiors, balancing pain points with solutions and quirkiness with straightforwardness will be an important and effective way to ensure your message is heard and understood. Don't be too cute. Don't be too clinical. Our goal is to inspire, engage and get our audience to act on our call.

Testimonials are very important, by allowing your clients to advocate for and endorse you by word of mouth will always be your best advertising option.

Media Guidelines

Strategic Social Media Content Creation Media Posting Guide

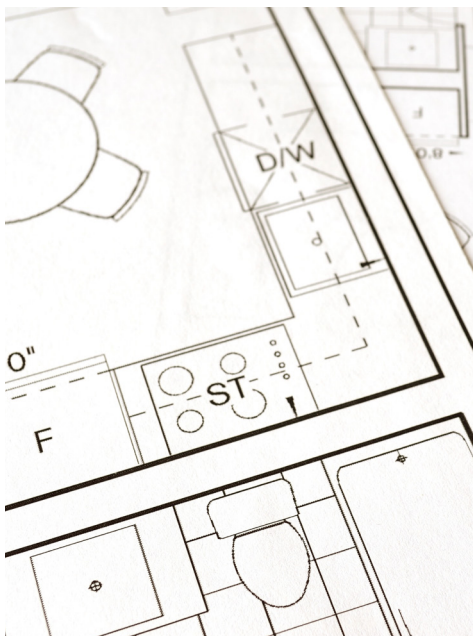
Activities

People react to other humans, that is why using people in your media will be engaging and fun for your audience.

EXAMPLE A: Ever wanted to build the home of your dreams? We can help!

EXAMPLE B: Do you need more room for the children and relatives. Let's talk remodel. Call us today. We can help.

EXAMPLE C: We have the definitive guide to moving. Find out five easy ways to make your move a move in the right direction!



Builds/Construction

Providing actual portfolio pictures is a great way to let people know about our members builds and inspire them with actual projects they have completed.

EXAMPLE A: Update on the little Boho kitchen that could. Natural textures and real wood add a touch of earth to the Mathews 9th Street bungalow.

EXAMPLE B: A thoroughly modernized bathroom has allowed us to impart aesthetics with functionality at our client's downtown studio space.

Media Guidelines

Holiday

Holidays are a great way to capture the natural enthusiasm of any season. By engaging an already charged head-space, you have some wind in your sails...plus, who doesn't love an occasion to celebrate? This helps humanize the brand and association with merry times.

EXAMPLE A: MERRY CHRISTMAS FROM BAGL! This season, think of all the mirth we have built together. It is our hope that your new home is a wonderful place for friends and family this holiday season!



Mood

Providing provocative imagery that display striking colors or complimentary interiors is important in conveying how influenced by color and texture we are and how that mood can change based on your environment.

EXAMPLE A: Feeling the minimal today with this incredible bath build featuring stone and wood on blue. Is minimal a mood? You tell us.

EXAMPLE B: We love the pastoral whites and browns in this kitchen, the tile helps bring a geometric feel that brings modernity to the space.



Media Guidelines



Regulation

Regulations are a huge part of what we do as builders. Informing our own members of code requirements and upcoming structure changes in local and national government is crucial to our success.

EXAMPLE A: Don't get caught straddling the fence this August when the new fencing requirements come up. Click [here](#) to find out what this means for your business.

EXAMPLE B: Code 54-29 starts at midnight tonight. Make sure you have the required signage. Download it [here](#), print it, and post it!

Media Guidelines

Testimonials

Testimonials are our best way to influence and inform others of the unique builders and businesses that comprise our membership. Recognized advocates work doubly well for our potential clients.

EXAMPLE A: I found the builder I needed to build my starter home by using BAGL's directory.

- Kristy Morgan

EXAMPLE B: BAGL helped me get ahold of someone to help me with my security system. I now feel safer than ever before!

- Alex Martins



Process

Showing pictures of ongoing building projects help inform our audience of the work and toil that goes into the process of building. This also serves to let them know that hiring the right builder is important so that things go smoothly and efficiently.

EXAMPLE A: Stonewood is finishing another build on the Southside of town today. Next stop, wiring! Stay tuned for more.

EXAMPLE B: There's a lot that can go RIGHT when you're building. It all starts with the right architect. Hire one who knows code and save yourself time and money when you go to build!