

Branding Services for Community Platform

PROJECT DETAILS

 Branding

 Jul. - Aug. 2021

 Less than \$10,000

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"We were impressed with their ability to express messages in a simple, understandable, and pleasant way."

PROJECT SUMMARY

Plus972 handled branding services for a community platform. The goal was to help the client express their platform's purpose and story to users clearly.

PROJECT FEEDBACK

It was a successful collaboration. Plus972 led an organized process, delivering quality work in a timely manner. More importantly, their storytelling skills had a huge impact on the project. The team also followed a hands-on approach and shared recommendations for improving the business.



The Client

Please describe your company and your position there.

General Manager at iKonnnect - a digital platform for celebrating shared values, creating communities and motivating people to take active in relation to common values.

The Challenge

For what projects/services did your company hire Plus972, and what were your goals?

Bring our story forward clearly to the user

 Avinoam Tekuzener
General Manager, iKonnnect

 1-10 Employees

 Tel Aviv, Israel

CLIENT RATING

5.0

Overall Score

Quality: 5.0

Schedule: 4.5

Cost: 4.5

Would Refer: 5.0



The Approach

How did you select this vendor?

A relationship built with Assaf Luxembourg which linked us to the agency

Describe the scope of their work in detail, including any steps and the final deliverables.

The project was built well and with a clear reflection of their experience. We started with in-depth interviews, a presentation of the unfinished product for conceptual approval and more... We received at the end of the process a flexible but accurate product in addition to direct recommendations of how we should integrate the product into our practice.

How many people from the vendor's team worked with you, and what were their positions?

We worked directly with Assaf, I know he involved more staff members in the process.

The Outcome

Can you share any outcomes from the project that demonstrate progress or success?

The most important point that highlighted to me how successful the process was is the very fact that we as an organization knew how to tell our own story so much better.

Describe their project management style, including communication tools and timeliness.

Direct work with Assaf and setting goals and schedules with him

What did you find most impressive or unique about this company?

We were impressed with their ability to express messages in a simple, understandable, and pleasant way.





Are there any areas for improvement or something they could have done differently?

The question will be whether our audience will respond to messages in the same way we responded. Only time will tell where and how the project needs improvements

