

SETTING THE SCENE (5 MINS)

- Logojoy has rebranded
- We will soft launch Looka on Tuesday
- Wanted to take today to give you a very high level summary of the soft launch
- Before we kick things off, wanted to officially unveil our brand new Looka intro video

Show the Looka intro video.

Shout out to Cassandra for project managing that video and doing such a great job of it.

ADDRESSING THE 5 Ws (20 MINS)

Why did we do it? (Mike)

As you can see from the video, the main reason was to change our customer's perception of what we do.

We're no longer just a logo maker. We're moving towards being a design platform that'll allow entrepreneurs to get everything they need to launch and maintain their business.

This pivot helps us better sell the idea of our add-ons: website, social media kit, brand guidelines, business cards.

And it sets us up for really nicely our General Purpose Editor roll-out.

Why are we only soft launching? (Mike)

To identify things that we need to fix, while we only have a small number of users, and fix them asap so we can roll out to all users.

What could go wrong?

1. Conversion rate of new landing pages could be lower.
2. We could lose the word-of-mouth benefit.
3. Old customers could be confused about how they can access their files.
4. Organic traffic could fall off a cliff.
5. Could be kinks in new offerings: \$49 web package add-on, \$100 Google credit.

We will gradually be increasing the amount of traffic to Looka through Google Search ads, to test for all of these things.

What major deliverables were there? (Mike)

- New company name
- New logo
- New slogan
- New internal docs: brand definition framework, brand guidelines, content style guide, values
- New website with a page for each product (6 of them)
- New standalone blog with pillar content strategy
- New intro/explainer video
- New logo maker video
- PR campaign
- Google Ad Credit
- Website Add-On

Other: team headshots, how to use looka video tutorial, rebrand blog post, journey to rebrand post, what is looka blog post, rebrand landing page, proper tracking, tags on google analytics/sc/ ads, bing, guest blog posts, re-skinned app, changes to CS assets

We'll go through these in depth after we shut down the Logojoy site and we are only Looka.

Where will we announce this? (Erin)

- Press release on CNW/Cision - talking about the “why” of the rebrand and the growth of the company, with a quote from Google about how we use Tensorflow and a mention of our Weebly partnership
- Pitches to Canadian and U.S. media - Eighty-Eight is pitching the story in Canada (same agency that did our funding announcement) and emPowered PR is pitching in the U.S. Will also help drive traffic and backlinks to the new website.
- Website messages on Looka and Logojoy + landing page - we'll have a black “ribbon” message at the top of both the Looka and Logojoy websites with messaging about our rebrand and a link to a landing page, where we have the intro video, a quick blurb about why we rebranded, and a “what does this mean?” section that explains we still have a great logo maker but now we offer more. Lastly, an FAQ to assure customers we haven't been acquired and that they can still log into Looka with their Logojoy credentials.
looka.com/rebrand
- Email campaign to past customers - One campaign going out to users who have signed up but not purchased in the last six months (50% off logo packages) and another campaign going out to customers who have purchased a logo package but don't have all the add-ons. Purpose is to build excitement and goodwill around the brand right away and encourage these users to sign into Looka.
- Blog posts x 2 - One is about the journey to rebrand - deeper dive into the why we did it, the name change, the logo, and the design system (shoutout to Kaejon). We also have a “What is Looka?” blog post that's more of a casual Q&A about what the app does, our purpose, our technology, etc. Can be found under the “Looka News” section of the blog.
- Social media announcements (including posts from y'all!) - Kim and Cassandra have been working hard on prepping teaser posts and day-of announcement posts across

channels. We'll also be showcasing the video in different cuts, promoting media coverage, and making sure people know what's happening.

When will it all be finished? (Erin)

- April 2nd is media launch - we can officially start telling people we're Looka BUT logojoy.com will still be around for another month
- April 9th email past customers with those promotions to encourage them to visit looka.com
- Rest of April: ad campaigns, link changes, content roll out
- May 7th: permanent redirects - no more logojoy.com
- After May 7th: We'll do a deeper dive into the rebrand deliverables and hear from more people who've been involved

Who will our new target audience be? (Erin)

The exact same type of soon-to-be entrepreneur, side hustler or freelancer as we were targeting before. We'll just be able to meet more of their needs.

As part of the process of writing the BDF, Kim and Hanna with the help of the CS team, created three customer personas based on real conversations with customers.

Tech-savvy side hustler — Allison is a Millennial who's starting an online pet accessory shop on Shopify called Daisy Dog. She really wants to build a community on social media to grow her business — her branding is going to be really important, both from a social perspective and for her website, promotional emails, and packaging.

Crafty creator — Mark — A guy in his 40s with a family who runs a small kitchen renovation business. He doesn't have a logo, so he wants to make his business look more official with business cards, a website, t-shirts. He's passionate about doing quality work to increase word-of-mouth referrals and grow his business.

Heartwarming pivotor — A woman in her 50s who wants to start a BBQ food truck in her community. She's a part-time accountant with little experience with social media, websites, and online marketing, and she has a lot of logistics to figure out before getting her business up and running.

What our target audience wants:

- To get their branding/design needs met on a budget, quickly, and without having to learn new skills (*money + time + ease of use*)
- To be self-sufficient and execute on their own vision (*control*)
- To have access to support + professional expertise (*guidance*)
- To create a brand that's unique and personal (*reputation/representation*)

How can you support the rebrand:

Get excited! - I hope you're excited, but I know the seeing the swag previewed at AH today will be SUPER exciting

- Ask questions if you're unclear on how to communicate anything - There will likely be some confusion with customers and a lot of questions to the CS team, so we want to support you as much as we can. Let us know what questions you're getting repeatedly and we can try to address those more clearly in our communications.
- Share announcements on social media (if you're inclined) — we'll be providing copy ideas/links/imagery on Slack, so stay tuned there. You'll also see the company name change on your LinkedIn profile
- Set up your Looka email - Dawson sent instructions on Feb. 19 and shared on Slack as well.

Thank yous!

- Jose - for designing an AMAZING website, including all the imagery, animations, and a video
- Kaejon - for designing the logo, brand identity, brand guidelines and helping out on

imagery and all branding-related questions

- Dev team - Lauren, Mike, Cameron, Jake - managed our new website build and made things incredibly easy for the marketing team to change and customize
- Rares - for killing lots of tasks
- Elijah - for all the SEO work - SO MUCH PLANNING and blog help
- Cassandra - for the wonderful video, as well as managing the email projects and writing a lot of blog posts
- Kim - Also for writing and uploading a lot of blog posts, planning the social media switchover and getting us the proper handles
- Felicia - prepping for the rebrand with FAQs, tutorial video, help with Intercom

Questions and Answers (5 MINS)

Mike Script

Intro

Thanks: Thanks to everyone for being here today!

Why we're here: As everyone knows by now, we're here to talk about the rebrand project, which will officially go live next Tuesday. Woo.

7 months work: This project has been the culmination of about 7 months work. And it's meant that a lot of people in this room have had to work late nights and weekends, juggle extra projects, and go through so many revisions.

Show and tell: So we wanted to take the opportunity to get everyone in one room, and briefly show off the great projects so many of you worked on. We also wanted to take the opportunity to thank people for their specific contributions, which we'll do at the end.

Slides

Purpose

So with that aside, what's the purpose of this presentation?

1. Recap the objective of the rebrand
2. Tease out some of our new marketing assets
3. Educate you all on what to expect on Tuesday and beyond

Video

Intro video: But before we get into the meat of the presentation, we thought it would be great to start off by officially unveiling our intro to look video.

Pixel push: Cassandra project managed this video, working with an agency called Pixel Push, based out of Auckland New Zealand. Wanted to give her a big shout out for this.

Structure

Obvious questions: In terms of the structure of the presentation, though it would be best to answer the most obvious questions that people have about the rebrand.

5 Ws + H: We're going to use the 5 Ws + H format. And if we missed out on any of your burning questions, we'll have time for questions at the end.

Read questions: We'll address the following questions (read them out).

Why rebrand?

Series A: Well, the idea initially came from Dawson and Rares. We were pitching Series A investors, as part of our efforts to raise \$6m. And this required us to think about our long term strategy.

General Purpose Editor: Which spawned the idea for the General Purpose Editor, a tool that would eventually allow us to create display ads, menus, packaging design, social posts and everything else an entrepreneur needs to launch and run their business.

Messaging: At this juncture, it became clear that the name Logojoy and the messaging we were using wouldn't accurately represent us in the long term.

Why did we rebrand: 3 points

So many other reasons to rebrand.

From Scratch: We got to go through the process of building a brand from scratch. Things like figuring out our brand voice, target personas, our decision drivers, positioning statement, competition... and documenting it all in our brand definition framework.

Stand On the Shoulders Of Giants: And then we got to build on what we had done at Logojoy, and use our increased employee headcount to make Look even better.

Website Backend: A great example of that is our website backend. The dev team did an incredible job of building the backend so that our website is now almost entirely self-serve.

Self-Serve: The marketing team can make changes to any page in real time, it can duplicate pages, and it can build brand new landing pages from scratch. Like we just did for our WP partnership.

What did we change?

Basically everything.

Screenshots: Here's a few screenshots to give you a flavour of some of the things we changed. You can see the new brand is bright and colourful and super clean.

Not Just Logos: imagery is moving away from just showing logos, and has moved more towards showing company branding on all sorts of items related to their business

Birdland: e.g. birdland you've got a tape measure, t-shirts, ipad with social media open, business cards etc.

Slogan: Our slogan has been officially changed to "design with confidence". Because that's exactly what we want our customers to feel when they come to the site.

That our technology is powerful and intuitive enough that anyone, regardless of their background, can feel confident in designing.

More Detail: A bit more detail on everything we changed can be seen here.

Animations: One way in which we REALLY enhanced the website, was with some animations that really give the user a good sense of how the experience works. Show the home page.

Logo Maker Video: The last thing we wanted to show and tell is this video that we can use to promote our logo maker, which is really fun and upbeat, and comes in handy on the logo maker page.

Show Video

OVER TO ERIN!