

CASE STUDY

CREATING THE FUTURE OF WORK AND A BRAND TO “UNLEASH” IT

Before they become household names, most great brands start off with a grand vision... just like the one Kelley Steven-Waiss had.

A well-respected author and futurist, Steven-Waiss is also CHRO at HERE Technologies, a global leader in open location platforms.

At HERE — with nearly 10,000 employees across 50+ countries — Steven-Waiss saw first-hand the twin challenges of today’s workplace: Companies have constantly evolving project needs but little visibility into the skills, aspirations and available capacity of their existing employees. Conversely, employees often feel “stuck” in dead-end jobs, unable to utilize all of their skills and passions.

Steven-Waiss’ vision: create Hitch, a software platform that addresses both problems. To build a brand around this revolutionary new product, she turned to BrandFoundations.

“From the very beginning, the BrandFoundations team ‘got’ what our product, our people and our brand are all about. We’re a relatively small group with a giant idea in a hot marketplace. Steve and JP were able to move as swiftly as we do, quickly delivering the strategies, messages and designs that took us from zero to 100 miles per hour. They were able to translate my vision into a vibrant and compelling brand... one that’s built to last. These guys are amazing and I truly consider them members of my team, not just ‘vendors.’”

— Kelley Steven-Waiss
Founder & CEO
Hitch

hitchTM

Unleash the
Talent Inside

New logo



PROCESS

We began the engagement by conducting our customary 360-degree approach to uncovering and articulating an organization’s authentic DNA and differentiators: (1) a half-day brand workshop with Hitch leadership and staff; (2) an audit of competitive platforms; and (3) a series of interviews with Hitch users.

What emerged was the clear direction that the Hitch brand would be built around the essence of “opportunity” since it afforded both employers and employees a chance to grow and thrive. That brand essence was supported by the attributes “transparency” (everything “in the open”) and “humanity” (at the end of the day, Hitch helps “people” better themselves).



New website

The emerging brand narrative was centered around the simple-yet-powerful notion that “work” as we know it — showing up day after day to perform the carefully proscribed set of tasks outlined in one’s job description — doesn’t *work* anymore. This further tied Hitch to the growing “future of work” movement, in which Steven-Waiss is a noted thought leader.

Additional market research indicated that Hitch would be ideally positioned as a “talent mobility and opportunity” platform.

IMPACT

Using the new Hitch brand messaging platform as a navigational tool, BrandFoundations brought the brand to life in a visual library that included a logo, color palette, typography, iconography and photography. This library was immediately put to use in creating a variety of collateral items to help market and sell the Hitch platform, including business cards, sales presentation, website, trade show booth, fact sheets and a host of other on-brand items.

Armed with a robust “pitch deck,” Steven-Waiss hit the speakers’ circuit with her characteristic zeal, quickly drumming up awareness of the Hitch tool and brand among potential customers as well as driving interest among potential funders eager to infuse the new venture with the capital necessary to launch it as an independent company.

With a slate of energized beta customers lining up to “unleash the talent inside,” all signs point to a bright future, including the critical role Hitch will play in shaping and realizing the future of work.

Manage a workforce? It’s time to “Get Hitched!”

LET’S TALK ABOUT YOU

We’d welcome the opportunity to learn about your organization’s brand and culture challenges.

- Visit www.brandfoundations.us
- Follow us on Twitter at [@brandbuiltsolid](https://twitter.com/brandbuiltsolid)
- Email us at info@brandfoundations.us
- Call us at **914.841.5166**

