



CLIENT:

OVO

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Client Description

OVO is a Portland-based agency founded in 2004 that solves challenging branding and positioning issues for consumer, B2B, healthcare and technology clients throughout the U.S. The agency specializes in launches, strategic rebranding, naming, messaging platforms, identify systems and repositioning.

Project Description

A.wordsmith was tasked with raising awareness of OVO leaders as branding experts in their target industries. To achieve this goal, A.wordsmith developed and executed a public relations strategy focused on content development for OVO's blog and media relations outreach targeting national marketing and vertical industry outlets.

A.wordsmith and OVO executives worked together to identify blog and contributed article topics that showcased the complexity and value of OVO's work as well as elevating its unique voice. This included: solutions to some of the toughest issues in corporate identity creation, like the impact of Big Data on branding decisions; deep dives into the marketing history of household names like Chiquita, Coleman and Silicon Valley; guides for executives on extracting maximum value from branding agencies; and interviews with business leaders behind nationally-known brands.

OVO hadn't previously used outside writers to communicate the company's message. A.wordsmith worked with OVO leaders to create a writing process that enabled creation of highly compelling content with minimal direction or time from their busy team.

Key Results

Throughout the first year of the partnership, A.wordsmith secured media placements in top-tier marketing and vertical industry publications. A.wordsmith also developed 12+ long format blogs for OVO's website showcasing the organization's unique capacity to grow and protect value for clients through branding, and positioned them as the go-to source for solutions on complex issues.

Adweek: [How a Short-Term Sacrifice Can Lead to Long-Term Benefits](#)

Chief Executive: [How Strong Brands Can Drive Workforce Accountability](#)

Blog post: [Chiquita](#)

Blog post: [Silicon Valley, The Brand](#)

Blog post: [How Short-Term Sacrifice Can Be A Smart Long-Term Business Decision](#)

Blog post: [Nom Nom Paleo](#)

Blog post: [How Payless Successfully Sold its Shoes at a 1,800 Percent Markup](#)