



## Case Study - Vista Metals Corporation

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### **Vista Metals Corporation**

#### **Outcome of Brand Discovery Session:**

We have several suggestions. All require an investment in effort to internalize and at least a minimum dollar amount to communicate.

As we have said, the definition of a brand is: Evidence of distinction. Making the claim and putting the delivery mechanisms in place, is however, only the first step. We must also share it with the marketplace and then back it up with internal programs that deliver on our claim—provide the evidence. Who we are and what we claim to be are often different. But, with focused attention and deliberate activities the evolution can be accomplished and the benefits recognized.

With all brand identity campaigns, consistency is key. And we cannot be wishy-washy about it. We make a claim of distinction and we become that claim. Choosing one of the concepts presented today, means change. It means we start putting in place the tactics and programs that will eventually make the Vista brand franchise a matter of fact.

You could say that during the branding session you actually were marketing Vista Metals to us. You told us exactly what was different, and gave us all the information we would need to make a decision to buy from you and for what reasons. We have taken that information and offer the following brand franchise suggestions.

It's important to reiterate that these concepts have been created to help Vista communicate its distinction. None is designed to be advertising hype, rather a clear description of the company's "Essential difference."

#### **Vista Metals Corp's Unique Selling Points:**

- Largest independent specialty company
  - Committed to highest quality
  - Second-to-none customer service
  - We make customers more successful
- = Excellence always.

Even with these unique selling points, other facts, though not necessarily unique to the company reinforce them. When combined, they paint a picture of an industry leader.

Such facts as "fearless, creative bulldogs," "trusted—we understand customer needs," "do what we say," "thinkers and doers," and "yes we can" tell a great story about Vista Metals Corp.

The concepts on the following pages will help identify unique ways in which Vista's distinctive brand of aluminum company may be communicated.

**Vista Metals Corp's Brand Essence/personality:**

Vista Metals is the largest independent producer of specialty aluminum products. And we think we reached this pinnacle through our commitment to quality—one that eclipses the industry's standards. Add to that our company-wide can-do spirit and second-to-none customer service, and the outcome is always the same: Our customers are more successful. At Vista, it's "excellence, always."

**Vista Metals Corp's Brand Brand Franchise:**

Only Vista Metals Corp's size, commitment to quality and customer-first attitude assures greater customer success.

**Concept One:** Vista Metals - *Higher caliber. So is the metal.*

**Description:**

Vista Metals Corp's unique selling points and the granting of the wishes to deliver on the promises they offer dictate that we claim the pinnacle in this category. This positioning is only available to the company who cares enough and has the character to deliver on this claim of distinction. This positioning establishes an expectation in the minds of our customers, peers, the media, and all Vista employees. This positioning establishes Vista's recruiting guidelines for hiring and recruiting, as well as all HR activities and initiatives. It also provides a "Compass" for leadership to chart the course for the future of Vista Metals.

**Rationale:**

Vista Metals Corp's unique selling points equal: "Excellence always." Higher caliber is a reflection of this statement and, based on already-in-place procedures, a "can-do" spirit, commitment to quality and an overall dedication to second-to-none customer service, Vista is the only company in the category who can deliver on this promise.

**Strategies:****Internal Message**

We're more like Alcoa than TST. We're big, committed to quality, customer service and the success of our customers. We have no competitors, really. That means, that in this category, we set the standards. We chart the course for others to follow. We're more than a "specialty aluminum products producer." Vista is a company that supports its employees and their families in ways others don't. We're pillars of the community—like few others are. We're good consultants to our customers and really care about their prosperity. For all this, Vista will continue to grow and prosper. We'll enjoy our work, each other, and most importantly, making a difference.

Vista Metals — *Higher Caliber. So is the metal.*



## Internal Campaign

Vista mettles. Test it. A company-wide program that rewards strength, spirit and character as demonstrated in:

- Leadership
- Customer Service
- Industry knowledge
- Safety issues
- More...

## Signs/Screensavers that read:

METTLE \ 'met-l \ n 1: vigor and strength of character 2 : staying quality 3 : eager and ready to do ones best.

METTLE. We've got that too.

Vista METTLE, test it.

Vista METTLE, it doesn't bend or break.

## Tee Shirts:

*Front:* Vista Metals logo *Back:* METTLE. We've got that too. Poster:

We're big, committed to quality, customer service and the success of our customers. (Dramatic photo of men working in the plant) We have no competitors, really. That means, that in this category, we set the standards. (Collage photo from brochure) We chart the course for others to follow. We're more than a "specialty aluminum products producer." Vista Metals is a company that supports its employees and their families in ways others don't. (Photo of family) We're pillars of the community—like few others. (Plaque with photo of young soccer players thanking vista for being their team sponsors.) We're good consultants to our customers and really care about their prosperity. (Photo of executive group with sleeves rolled up working with a client) For all this, Vista will continue to grow and prosper. We'll also enjoy our work, each other, and most importantly, about making a difference. (All-staff and employees photo)

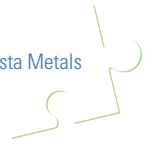
Vista Metals—*Higher Caliber. So is the metal.*

## Ad:

*Headline:* METTLE, it's the key ingredient in our products.

*Visual:* Low shot looking up at some burly men in overalls in the plant with grease smudges on their faces as well as a couple of execs with white shirt sleeves rolled up.

*Copy points:* It takes a certain type of person to work in this industry. It takes an even more unique individual to work here. Not only does it take physical strength, it takes strength of character, as well as a can-do spirit and a desire to help all of our customers gain greater success. Vista Mettles. Test it.



**PR/Community Involvement Strategy:**

Student Mettle

A Fontana school district-wide program that recognizes high school age students who demonstrate extraordinary strength of character and desire to be the best. Rewards would be scholarships provided by Vista Metals. As well, Vista Mettle Metals would be provided to all students participating in the program. Metals could be cast at Vista Metals in Fontana.

Fontana Mettle

Like the school program, Fontana Mettle awards would go to everyday citizens who demonstrate extraordinary strength of character and desire to be the best. Rewards would be Vista Mettle Metals and recognition by city, police and fire officials.