

FAS-Brand-Strategy-R2-031023

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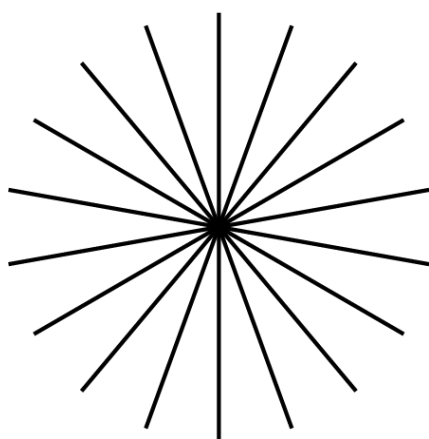
THE PURPOSE

The purpose of the framework is to crystallize the brand in a clear and impactful way so it's easy for everyone to understand, believe in, and support. The strategy serves as a foundation and compass for the brand's verbal and visual development.

THE FRAMEWORK

THE INTRO	<i>Framing the approach</i> Brand Philosophy Our Objectives
THE CONTEXT	<i>Clarifying possibility</i> What We Know The Opportunity
THE NAME	<i>Building on a theme</i> FasterLines
THE CULTURE	<i>Laying the Foundation</i> Our Vision Our Purpose Who We Are What We Do How We Do It

	Our Values
THE AUDIENCE	<i>Understanding our people</i> Who We Serve What They Want
THE POSITION	<i>Planting the flags</i> Our Brand Archetype The Idea Worth Rallying Around™ Why it Works Alignment to Our Archetype The Idea in Action The FasterLines Manifesto



THE INTRO

At Motto[®], we define “brand” as the *meaning* that is attached to your organization. Branding is the noble act of managing that meaning through actions, behaviors, and comms.

Brand strategy is a tool for leadership at all levels. It clarifies who we are, what we do, and what we stand for — so we have something valuable to say, not just something to sell.

A strong brand strategy acts as a framework from which to grow the business and make informed and inspired 360-degree business decisions. Collectively, these decisions become the magnetic force that will draw people to your brand and make it known throughout the world.

Informed by research and our collaborative work sessions, Motto® has created a brand strategy that rallies around a big idea and puts a dent in people's consciousness. This work serves as an internal directive; a compass to align not only the subsequent phases of our work together, but also key brand decisions moving forward.

Our Objectives

1. Crystalize the brand for internal coherence, unity, and focus.
 2. Clarify who we are and what makes us unique in order to grow visibility, influence audience perception, and cultivate a devoted tribe.
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THE CONTEXT

What We Know

FasterLines has created a loyal foundation of customers in the car wash business and is ready to broaden its impact across more businesses with clients whose customers are in line, whether on foot or in a vehicle.

The Opportunity

While many vendors focus on camera systems for the purpose of monitoring areas like health and security, FasterLines leans into our unique *delay metrics* powered by our AI Technology to challenge how the industry moves forward (literally).

THE NAME

At the heart of our brand is a powerful theme, rooted in the very meaning of our name. We can leverage this meaning and the themes that underpin it to define our brand.

FasterLines

Faster = the ability to move or function quickly.	Lines = following a moving point.
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Time goes by fast, but nothing feels slower and more annoying than waiting in line and feeling like you've been forgotten. The name FasterLines shows our passion and enthusiasm for moving people faster through any line. Standing still is the status quo—and we're here to blow past that.

THE CULTURE

Key statements that encompass the culture and foundations of our brand.

Our Vision

We imagine a world where no one is forgotten in line.

Our Purpose

Our purpose is to reveal what's behind the line so that businesses can help customers feel seen and transform them into devoted fans.

Who We Are

We are a team of data coaches, geeks, and fanatics knowledgeable in technology and industry trends, who are passionate about pinpointing what's working, what's not, and what you can't even see in lines.

What We Do

We challenge businesses to explore how their blind spots might be blocking their potential to optimize the customer and employee experience and move their lines.

How We Do It

We use unique delay metrics, smart video setups, and straightforward, proven data approaches that increase clarity of the previously unseen.

Our Values

Our values guide and inspire our company, internally and externally. We use them to create maximum alignment and effectiveness through our mindsets, decisions, and actions—whether that’s in our communications, our team work, or in our individual work, every day. They bind us together and articulate the special culture we have here at FasterLines.

1. **Use time with intention:** We value time and using it wisely, because the best life is one lived (not simply endured).
2. **Nothing is too small:** See the small things so you can change the big ones.
3. **Simplicity is key:** The simpler the approach, the more sustainable and repeatable the result.
4. **Possibility is everywhere:** Potential is around every corner. Success is found at the intersection of curiosity and action.

Going a bit deeper, for each value, you will see the following:

- *What we mean* – a description of the value in a narrative format.
- *Attributes* – the core components relating to the value.
- *Individual Behaviors* – descriptions of how the values manifest internally.

Value	What we mean	Attributes	Behaviors
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<p>Use time with intention</p>	<p>At our heart we value time deeply. We have an appreciation for time that influences not only how we work internally, but also how we help businesses grow.</p>	<ul style="list-style-type: none"> • Valuing Time: Purposeful view of how we spend our time. 	<ul style="list-style-type: none"> • We make the most of our time with FasterLines 3 day work week. • We put our all into work for the time that we're there. • We give our full attention to people in conversations to value their time.
<p>Nothing is too small</p>	<p>This is about taking responsibility for what's around us. If you make an impact on just one person's life, one process, or one aspects of a business, it can have a ripple effect.</p> <p>Nothing is beneath us or too insignificant—anywhere. It can all play a part.</p>	<ul style="list-style-type: none"> • Humble: We are all part of something bigger, every piece matters. 	<ul style="list-style-type: none"> • We don't discount data or insight because it seems slight. • We look at all the factors around situations, including environmental factors.
<p>Simplicity is key</p>	<p>We don't load our approaches or messages with confusing data terms or tech stories, we keep it focused on the impact—why it will help.</p>	<ul style="list-style-type: none"> • Focused: The truth should always be simple. • Confident: We know our strengths— 	<ul style="list-style-type: none"> • We don't overcomplicate our technology—if something is starting to get complex

		quality data and straightforward process.	we pause and reevaluate. <ul style="list-style-type: none"> • We keep our language straightforward and don't go down the buzzword black hole.
Possibility is everywhere	Curiosity fuels better problem solving. We are driven by our interest in not only the data but why we are seeing what we see.	<ul style="list-style-type: none"> • Positive: Optimism towards the future. • Curious: Opening up space to for exploring the unknown. • Observation: We observe to learn and then to act. 	<ul style="list-style-type: none"> • We ask questions, lots of questions, as a way to open up curiosity. • We invite others to consider things they may not have previously thought about.

THE AUDIENCE

Who We Serve

The Steadfast Leader

Our ideal customer is a leader who sits at the top of an organization overseeing operations. They are an Owner, Chief Executive Office (CEO), Chief Operations Officer (COO), or VP of Operations.

Their days are jam-packed, and the thought “there’s not enough time in the day” routinely crosses their mind. They may even feel the strain of the hustle and overwhelm more than anyone else on their team.

The Steadfast Leader wants to make the most of their time to advance the business. They are looking for operational wins that address challenges directly and don’t dance around problems. They sincerely care about processes and improvements across the organization—it’s not just lip service. They strive for consistency across the organization when it comes to processes and operations. Consistency contributes to enhancing brand trust and meeting the expectations of their customers.

They sometimes feel they’re missing important information and clues that impact the business as a whole — often wondering if the information reported by their team members is even accurate and actionable.

What Steadfast Leaders want

Visibility	Insight into what’s happening across the business to make sure they know what’s going on at all levels—especially at a store level.
Satisfaction	To know that people are happy. They keep an eye on both customer and employee satisfaction and know they are intertwined.
Focus	With so much going on in their day-to-day, they want to laser in on the things that are truly important and actually matter. They want a way to filter out the noise.
Clarity	They are tired of guessing. With a lack of data and insight, much of what they hear or see could merely be assumptions.
Consistency	They crave consistent processes across an organization to bring familiarity and assured quality for a customer. Familiarity and assured quality brings repeat, happy customers, creating super fans.
The Bottom Line	They care about foundational nuts and bolts that drive the business. From the experience to tangible profit.

THE POSITION

Brand Archetype

The Seeker

AKA Discoverer, Explorer, Pathfinder, Wayfinder

- Can see through the fog
- Seeks out a world unknown
- Looks for the areas of highest potential
- Relentlessly motivated
- Reveals lessons below the surface
- Driven to learn and know more
- An unquenchable thirst to know

“The real act of discovery consists not in finding new lands but in seeing it with new eyes.”

— Marcel Proust

The Seeker is a sub-archetype of the Explorer. As a company, we want to help businesses find a better way forward. We have an open mind to possibilities no matter how hidden they may seem at first.

As the Seeker, we have the ultimate goal of empowerment. We guide our customers and empower them through understanding.

We listen—to the data, to the surroundings, and for the potential. We help illuminate the path to possibility through what we find.

The Idea Worth Rallying Around™

Our big idea is intrinsically tied to our purpose and vision. This is the flag we carry. Our internal north star. It's evergreen, not just a tagline. It's big, simple, and true.

FasterLines: Why wait?

Why = This brings in the aspect of curiosity of the brand. Seeking the unknown and asking questions. Asking why.	Wait = A delay or lingering. Also representative of anticipation for what's next.
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“Why Wait?” is our Idea Worth Rallying Around® — the simplest, most compelling idea at the center of our brand. Intrinsically tied to our purpose and vision. This is the flag we carry.

We reveal what's behind the line so that businesses can help customers feel seen and transform them into devoted fans. To fulfill our purpose, we seek out the unknown. We ask the right questions to help make the invisible visible. Whether with customers or our team, we value inquiring minds.

To make impactful changes we need to know what's at the root. Questioning the status quo helps us see new possibilities everywhere. We understand and we help reveal what's *behind* the line, so we can do something to fix it.

“Why wait?” speaks from different viewpoints. Why wait in line? Why should the steadfast leader wait to make improvements? Why wait to challenge what's happening in the industry now? Why wait to ask questions? Why wait to contribute ideas? Why wait to pay attention to people in line?

“Why wait?” leads us to our vision of a *world where no one is forgotten in line*. A happy line leads to a happy life. A life where you are intentional about time — for both the business and the customer.

Why it Works

Intentional About Time	Making the most of our time shines though in this
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	big idea. Why spend time waiting? And if we do have to wait, do we know why?
Curiosity	Leaning into our wonder about data, and about what's behind the line. This big idea amplifies our curiosity.
Possibility	Questions lead us down the road (or line) to possibility. We are opening up space for exploring the unknown.
Archetypal	This draws on our archetype of the Seeker by fully embracing the wayfinder and revealing lessons and insights below the surface, forging a path ahead.

How this fits the Seeker

The seeker is a wayfinder—they see through the fog. The best way to see through the thick of what's around us is to ask questions, to seek out new perspectives. We are asking the core question of, "why wait?" It's the starting point to everything we do.

The Idea in Action

Below you will find some suggested copy that can support this big idea in action. This will help you visualize how this might work. These phrases support the concept of "Why wait?"

- Don't wait for the negative reviews to take control of your lines today, and stand up to waiting.
- Don't wait for it to break, fix it now.
- A line worth waiting for.
- Happy line, happy life.

The FasterLines Manifesto

A creative narrative that captures the FasterLine brand's ethos, facts, and feelings.

We spend so much of our life waiting.

Waiting to get to where we're going.

Waiting for things to be better, faster, more fluid.

Waiting, without being seen or heard.

Waiting for someone to care.

It's a real shame to waste so much precious time.

Especially if we don't have to.

So then how can it be that we lack innovation and creativity when it comes to waiting in line?

Have we simply accepted long lines as a necessary evil, a part of the way life works?

This whole thing is way out of line.

We need something to stand for.

Data-driven, efficiency-minded, process-streamlining practices.

Something real and true.

Something to quench our thirst for optimization.

What if there was a different and data-proven way to move every line faster?

Like the one we're standing in, right now.

The one that's jammed, inefficient, frustrating, and unfulfilling.

What if all it required was a willingness to forget everything we know and embrace a new way forward?

We're drawing the line *right here*.

And creating a new one:

The line we want to wait in.

A *you* line.

A human-centered experience.

Because everyone wants to be acknowledged.

No one should feel forgotten.

Everyone deserves to get where they're going.

And we all benefit when a line moves.

It's that simple.

Why wait?