



ORIGIN

DEFINING ACTION

BRAND CONSULTING + CREATION

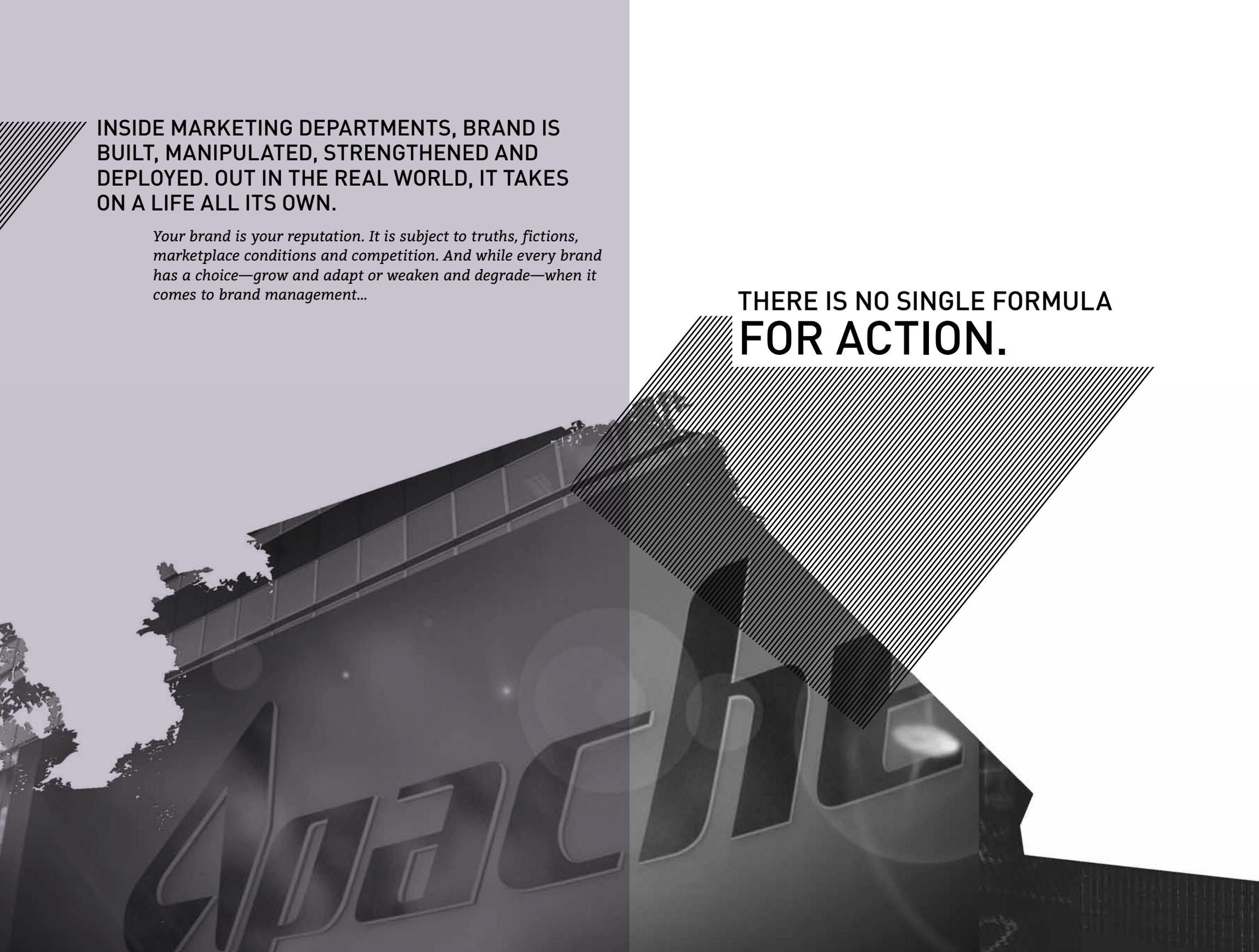
FROM THE INSIDE OUT



INSIDE MARKETING DEPARTMENTS, BRAND IS BUILT, MANIPULATED, STRENGTHENED AND DEPLOYED. OUT IN THE REAL WORLD, IT TAKES ON A LIFE ALL ITS OWN.

Your brand is your reputation. It is subject to truths, fictions, marketplace conditions and competition. And while every brand has a choice—grow and adapt or weaken and degrade—when it comes to brand management...

THERE IS NO SINGLE FORMULA
FOR ACTION.



IN THE BEGINNING, THERE IS ACTION. AND IT'S AWESOME.



THE IDEA'S CONCEIVED. AND NOW THE BIRTHING BEGINS. We're brand midwives, safely delivering ideas into the world. We check their vitals, swaddle 'em up, and once your idea is lovely and LOUD, we tuck it safely back into your arms.

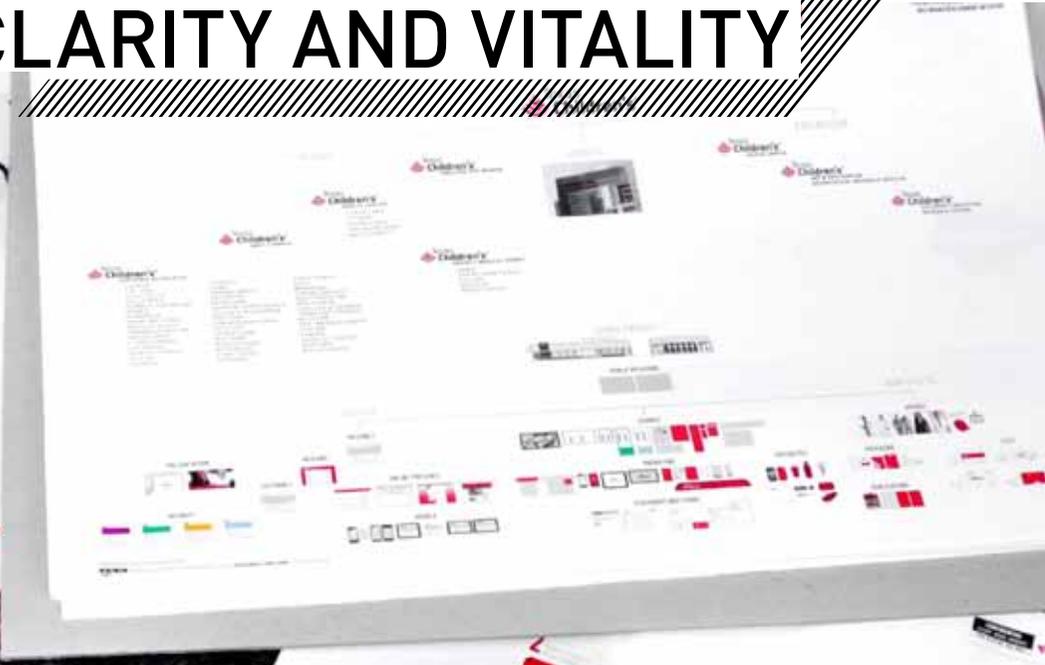
CHALLENGE =====

An airline has the experience, the jets, the business plan and the deadline, but they need an identity, advertising, marketing, public relations, internal and IR communications for branded flying to take off.

ACTION =====

250 projects in 240 days. With a thorough understanding of ExpressJet's culture, we quickly crafted internal on-boarding communications while simultaneously developing the company's branded flying identity. Through comprehensive advertising, media and public relations plans, marketing materials and corporate and consumer online presences, we got passengers into planes and this airline off the ground.

BRAND STATIC? STATIC BRAND? FIGHT THE ENEMIES OF CLARITY AND VITALITY



EXTREME GROWTH CAN LEAD TO COMPETING BRAND DIALECTS, benign neglect to a brand outpaced by its company. Either requires realignment—a review of where your brand stands and a clear plan for moving forward in accord.

CHALLENGE

From single hospital to regional system—Texas Children's Hospital's growth outpaced its brand.

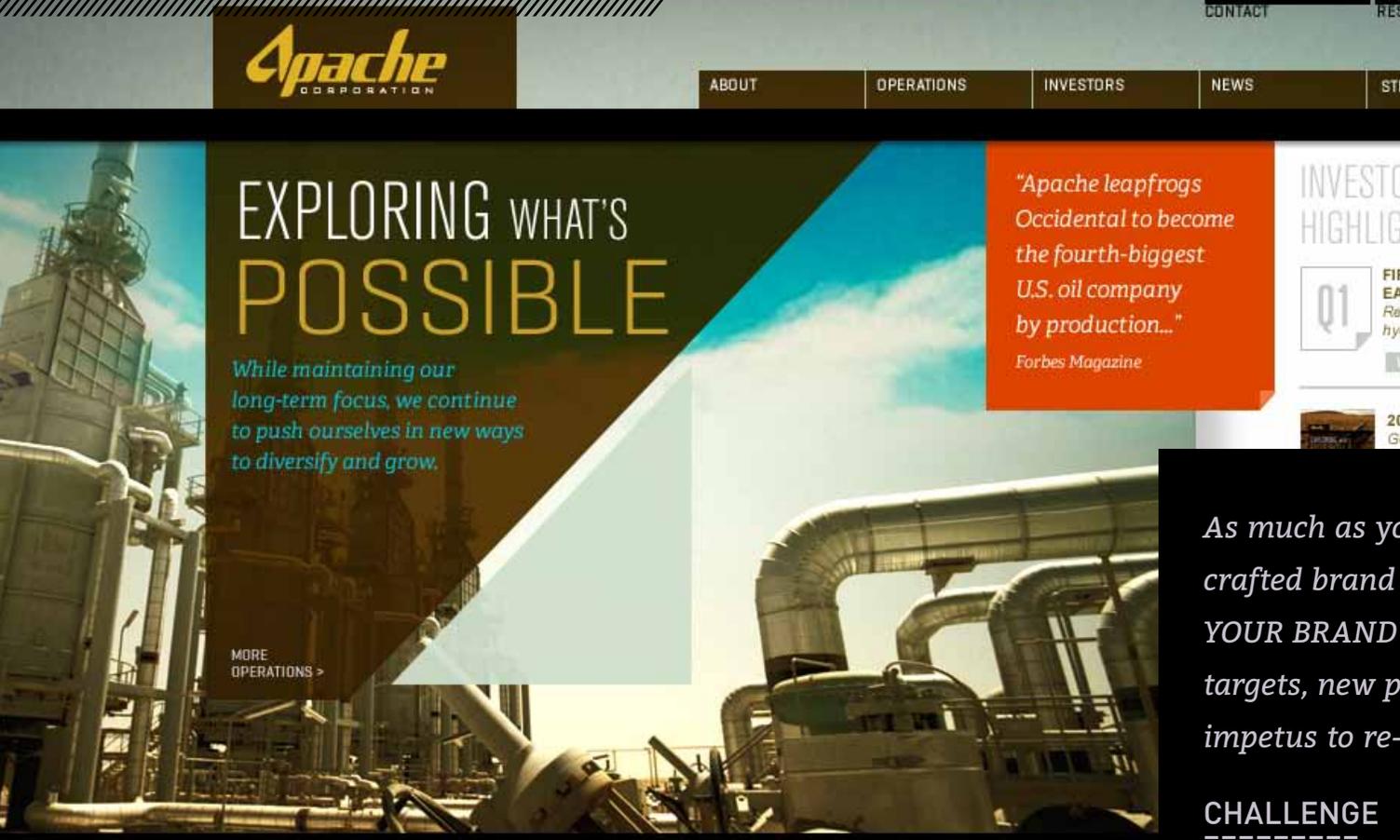
ACTION

Research provides signposts for a brand's forward motion, and third party perspective helps break from well-worn paths.

Origin completed a comprehensive brand audit, interviewing more than 100 stakeholders, reviewing competitive information and canvassing dozens of locations. Informed, we crafted a comprehensive brand strategy and helped our corporate partners secure buy-in through a series of on-site presentations.



ASSUME THE POSITION WILL REQUIRE REPOSITIONING



As much as you'd like to hermetically seal that carefully crafted brand of yours, don't. LIKE GREAT WHITE SHARKS, YOUR BRAND MUST MOVE OR DIE. New markets, new targets, new products and new service lines all provide impetus to re-examine your brand position.

CHALLENGE

Concentrating on growing the business worked. But when operations and capabilities far outpace reputation and identity, even a highly successful company experiences an opportunity cost.

ACTION

Origin's comprehensive research and strategic analysis guided Apache to "Exploring What's Possible" positioning in line with the operational focus of the global energy leader. Refreshing the visual identity better positioned the company among its peers.

To date, Origin's work has touched every aspect of Apache's business—from signage in the field to posters in the corporate offices and videos making their way around the world.

Apache to Acquire BP Assets for \$7 Billion
Legacy assets complement existing operations in Permian Basin, Canada and Egypt



- + Apache gains strategic position in deepwater Gulf with Mariner merger
- + Apache's innovative fracture manifold allows simultaneous work on multiple wells

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STANDARDS SUMMIT & RECEPTION

November 8, 2006

Upstream Standards. Bottom Line Results.



NAME DEVELOPMENT + POSITIONING

**ACTION
MAKES BAD NAMES GOOD.**



There are bad names. Irredeemable names. They are confusing. Generic. Out of step with the marketplace. There is positioning so poor that no good name can overcome it. BUT THERE ARE ALSO FIXES FOR BOTH BAD NAMES AND POOR POSITIONS. AND WE PROVIDE THEM.

CHALLENGE

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An acronym-plagued global energy consortium sought an identity more in line with the positioning of its members—elite IT, management and engineering professionals from the world's largest energy companies.

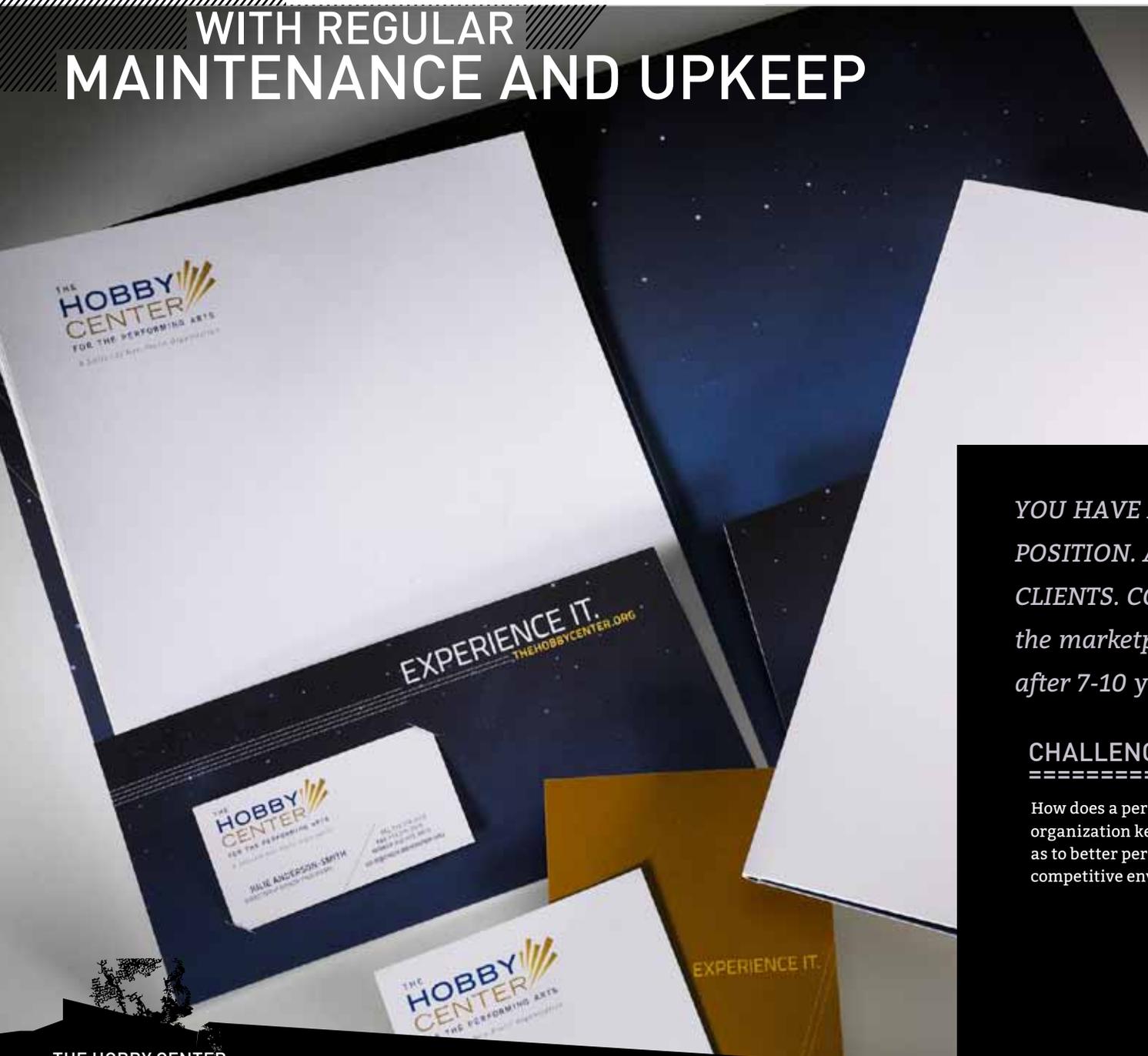
ACTION

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Following a thorough brand audit, Origin completed a total rebrand for the Petroleum Open Standards Consortium (POSC), including name development, identity design, positioning and website. Origin also provided the leadership to ease deployment of the new Energistics to its membership.

ENERGISTICS

// GLOBAL REBRAND // PROGRAM

MAKE THE MOST OF YOUR INVESTMENT WITH REGULAR MAINTENANCE AND UPKEEP



YOU HAVE A STRONG BRAND. AN EFFECTIVE STRATEGIC POSITION. A SUCCESSFUL MARKETING PLAN. HAPPY CLIENTS. CONGRATULATIONS! You are ahead of most of the marketplace. Even so, brands have a shelf life, and after 7-10 years, it may be time to refresh yours.

CHALLENGE =====

How does a performing arts organization keep its identity fresh so as to better perform in an extremely competitive environment?

ACTION =====

Distinctive programming. Enlightened architecture. And a ten-year old identity. Origin worked with The Hobby Center for the Performing Arts to update its brand, building on the equity of the past decade while establishing the visual identity for the future.

Origin also developed a user-friendly website and mobile app to enable streamlined ticket sales any time, any place.



ACTION IS WITHIN YOUR REACH.

No matter the action you seek—addressing marketplace perceptions, realigning corporate communications, strengthening strategy and clarifying messaging—you need a partner experienced in brand creation and skilled in building consensus.

Origin is that partner. We have proven again and again that action—making it, taking it—is our calling.

AND NOW, IT'S YOUR CALL.

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THE ORIGIN OF ACTION