

# A Treefrog Case Study: Premier

How Clarifying Your  
Brand Pays Off

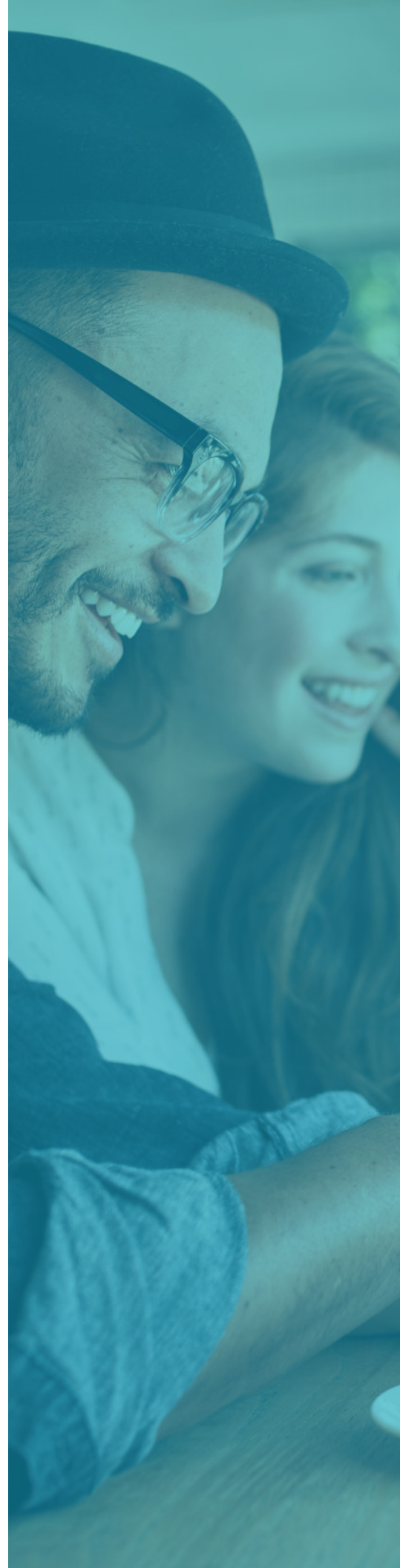
# People don't care **what** you do; they care **why** you do it.

Brands aren't just made up of pretty designs, color palettes, and memorable business names. They're also defined by **core values, purpose, and a company's "why"** — that is, the reason the business began in the first place.

Most companies have a mission statement and a handful of core values. But most employees wouldn't be able to name more than one or two if you asked them. Why? Because many businesses have too many core values, and they're too vague. And employees' answers to "Why do you do what you do?" may vary if they're not all on the same page about the company's (and their) purpose.

But when an organization is clear about its "why," everyone from employees to customers will understand it and want to be part of it. By clearly and consistently communicating what your brand is all about, you'll give anyone who interacts with your organization the chance to become a champion of your brand. You'll also show customers how you'll support them and give them a great experience with your company.

In this case study, you'll hear from Donte Wilburn, owner of **Premier Auto Detailing & Wash**, on how he grew his business by 400% by defining his brand.



# Premier's growth came **directly** from clarifying their brand.



## 2008 (CON'T)

Donte was bringing in a revenue of **\$250,000**.



## 2020 (CON'T)

Donte opened another location in Kokomo and invested about \$10,000 into the new business. The company had **profits of \$120,000 in Year One** — 12 times what he'd put into Premier Kokomo!



## THE BEGINNING

Donte Wilburn began Premier — his detailing and car care business — in 2008.



## 2020

That number increased by 400% to **\$1.4 million**.



## 2021

His business is on track to bring in **\$2 million** in 2021!

## So how did Donte grow his business so much?

"The only things that changed are that I defined my 'why' and clarified my marketing messages," Donte said. "Once I did, I got everyone on my team in the same boat, all rowing in the same direction."

Because Donte's  
“why” was already  
defined, he didn't  
have to reinvent  
the wheel or start  
over with his brand  
when it came to  
Premier Kokomo.

His Lafayette business already had a **strong purpose and sense of unity** around the brand, so he was able to easily incorporate that into the Kokomo location.

# How did we help Premier grow over 400%?

We followed our strategy and branding protocols to outline key message points and develop four guiding statements for their brand. Our team used these statements in social media, on the website, and in other marketing content to help Donte educate his customers and drive new business.

Research has shown us that **the human brain is wired** to not pay attention to things that it doesn't deem important. And we also know that people easily get overwhelmed with complex messaging and industry jargon. But if a company's messaging is clear, helpful, and relevant to the reader, they can more quickly understand how to solve their challenge — which will make them pay attention.

With clear guiding statements, Premier was better equipped to communicate with potential new hires, employees, customers, and the community by outlining what Premier does and why they do it. The statements also helped Donte refine his company's core values, look for those in potential new hires, and ensure that everyone on his team was living them out.

Furthermore, Premier's guiding statements have helped employees understand where they fit into the company's overall mission and how they can become champions of the brand. When everyone on Premier's team knew what direction the company was headed and how they individually played a part, they were able to work together to better serve customers, which helped Premier grow.

Business Strategy

Innovation  
Branding  
Solution  
Marketing  
Analysis  
Sales  
Process  
Management

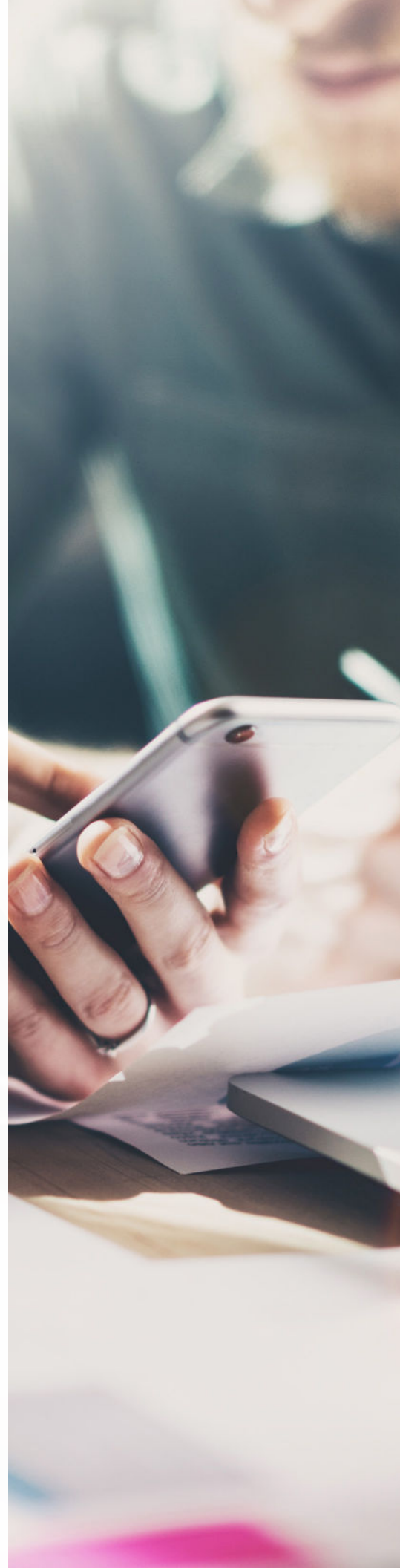


# Conclusion

It takes time to clarify your brand, narrow down your core values, and communicate your purpose repeatedly to employees and customers. But as you can see from this case study about Donte's experience, it's well worth the effort when your team understands where they fit into your "why."

Once you define the purpose of your organization and learn how to communicate that consistently, you'll build loyalty, increase productivity, and drive innovation among your team. Plus, you'll help customers understand how you'll support them and have a better experience with your company.

Clarifying why your mission matters, and why each employee matters, is a critical step in growing your business. Once you've helped your team understand their roles — as well as the collective goal you're heading toward — they'll be ready to champion your brand!



**Ready to  
clarify your  
brand and  
grow your  
business?**

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