

Prepared for
SUPER GO FASTER
by OSTRUM CREATIVE
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**SOMETIMES
YOU JUST
HAVE TO
HOP ON
AND RIDE...**

RESEARCH WITH A

BANG!

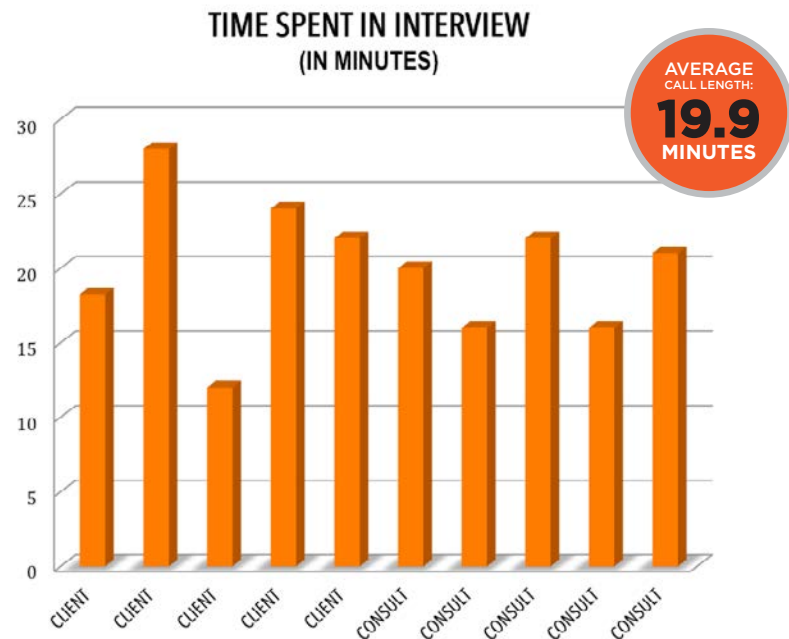


Although not meticulously scientific, our Cowboy Research™ is a revealing tool. We use Cowboy Research for the sole purpose of developing creative solutions. It doesn't tell us about your market share or your customer satisfaction rating, but it does give us a clear picture of how your clients and consultants view you and what they value in their relationship with you. **Participants are generally willing to tell us things they wouldn't necessarily share with you directly.** Their candor helps us develop a map for future marketing initiatives.

This document will walk you through our findings as well as present our conclusions and recommendations for future marketing initiatives.

Meet the players

We took a 50/50 split of consultants and clients. Some of the participants gave us the double-dipped benefit of being one-time consultants and present-day clients.



INTERVIEW QUESTIONS

A genuine conversation can't be bound by a script, but it has to start somewhere. Our conversations always started with your vetted script, but our participants often broke formation. In most cases we did cover all the critical topics, even if it wasn't in the sequence we had intended. These are the bones of our script.

1. When did you first start working with Super Go Faster?
2. How would you characterize the assignments Super Go Faster has lined up for you?
3. Have you obtained contractors through other staffing services or recruiters?
4. What's most important to you when it comes to partnering with recruiters?
5. How much contact do you typically have with Super Go Faster between assignments?
6. How would you characterize Super Go Faster's communication while they have a contractor on assignment?
7. What would you say you really like about working with Super Go Faster?
8. Have you obtained assignments through other staffing services or recruiters?
9. In your opinion, what's most important to you when it comes to partnering with staffing services or recruiters?
10. How much involvement does Super Go Faster have when you're on an assignment?
11. In your opinion, is there anything Super Go Faster could do differently or better?

Observations

CLIENTS

Clients love that they see fewer, better candidates...and they get them in days, not weeks.

The Super Go Faster vetting process is universally acknowledged and respected.

Clients feel that they have a connection with Super Go Faster that **saves time** and **reduces miscues**.

Virtually every client appreciates that Super Go Faster is a small company. The word “boutique” was used frequently, and when asked about the word, all respondents said they meant **high-touch, responsive, and personal service**.

Not every client mentioned cost. The ones that did said they think they pay a little more, but the speed and the level of expertise more than justify the cost.



CONSULTANTS

The bottom line is that all candidates feel **they get better assignments with Super Go Faster**. Virtually every respondent referred to other staffing organizations offering positions that were bad fits and even applying pressure.

The quality most referred to was **transparency**. Other similar ideas expressed included **integrity, honesty, trust**, and being **straight shooters**.

Consultants like Super Go Faster’s tone; it’s never perceived as slick or salesy. They feel respect for Greg and Ryan, and are aware of their development backgrounds.

There are some petty grievances on timing and pay structure and forms.



Bullet points

- **Nothing seems to be broken.** Although not the intent, Cowboy Research often uncovers grievances. Give people a forum to complain anonymously and they'll generally take advantage of the opportunity. Everyone had input on what you could do better... but we asked the question directly.
- **Transparency is big.** Both consultants and clients told us they appreciated Super Go Faster's above-the-table approach. Different people used different words (honesty, transparency, or integrity) but the core message was always the same—Super Go Faster is viewed as a company run by straight shooters.
- **Super Go Faster lives by the Golden Rule.** Another perception held by both groups is the business altruism Super Go Faster displays. **Bigger firms are not well-respected by either group; consultants say they push bad assignments and clients complain they flood them with inadequate candidates.** Super Go Faster, on the other hand, is seen as serving everybody's best interests. Clients get fewer but better candidates to consider; consultants get the kinds of assignments they're best suited to and most interested in.

- **Money isn't everything.** We didn't have a specific question about money—but it always comes up. Curiously, money doesn't seem to be an issue with consultants or clients. If clients acknowledged rates at all, they asserted that the talent level and the speed of Super Go Faster made it well worth any added expense. Consultants were even less likely to bring up money. Those who did bring it up seemed satisfied.
- **It's not just business. This is personal.** Almost everyone expressed having a personal connection with Super Go Faster. Longstanding relationships were common, and in some cases, the first words uttered were, "I've known Ryan for years." Respect for your backgrounds as well as your character is a strong aspect of your brand core. As one consultant said, "Quality people attract quality people... it's that 'birds-of-a-feather' thing."
- **There's more to a good consultant than meets the eye.** Maintaining strong relationships with consultants should be an ongoing priority. **Consultants are not only your day-to-day brand ambassadors, they're sales people—and in many cases, future clients.**

“

Verbatims of Distinction

“9 out of 10
candidates
are spot on.
Actually,
it’s a higher
percentage
than that.”



“I have a sort of shorthand
with them.”

*“I don’t know Greg or Ryan personally.
My trust is in the organization as a
whole.”*

“The biggest benefit of
working with Super Go
Faster is access to a talent
pool I wouldn’t otherwise
have access to.”

*“I don’t want bagels and 20 resumes—
I want a short-list of can’t-miss
candidates.”*

“I’m rooting for these guys.”

*“I get the sense they just really like to do
cool things...but I’m sure they do fine.”*



*“I don’t do these...but I’ll
make an exception for SGF.”*

**“They get me better
people and they do
it in a matter of days,
not weeks.”**

*“Other recruiters are just moving
bodies around...I feel like Super
Go Faster really looks out for my
best interests. **They’re straight
shooters.”***

*“They instill a very high level of confidence. I know the
quality of the candidates will be the best and fit will be
perfect. Super Go Faster is also more upstanding than
other recruiters. They’re super ethical.”*

**“They have such a solid
understanding of my needs.
They always get me great
candidates and they never
waste my time.”**

*“They found me the kind of jobs I could never find on my
own... and believe me, I’ve tried.”*

**“Greg and Ryan vetted me personally. The
level of honesty and transparency was pretty
remarkable. I knew working with Super Go
Faster was going to be a good move for me.”**

**“Super Go Faster has a reputation of getting
great people...and I love being a part of that.”**

*“The founders are developers, not sales guys...
but that’s a good thing.”*



Gimme three words.

This question is always interesting. As marketers, we take for granted that people see organizations as brands and that brands are most easily described as personality types. Some people really struggle with this question. What's really funny about this group is that many acknowledged that this question took them out of their comfort zone.

Interestingly enough, the word *transparency* was used in virtually every conversation, but few used it as a brand descriptor.



Their words. Not ours.

Flexible (2)

Integrity (2)

High Skill (2)

Quality (2)

Transparent (2)

Competent (2)

Honesty, Respectful

Easy, Simple, Casual,
Laid-back, Fun

High Talent

Accurate

Professional

Talented

Innovative

Safe

Efficient

Smart

Determined



The voice

The Super Go Faster brand voice we envision might best be described as a cross between **Walter Cronkite and Jimmy Fallon**. **Integrity, believability, and undeniable talent** are central ideas that permeate the voice, but there's also a kind of playfulness that is never far away. **Confident and knowledgeable**, this voice reinforces the credible and capable nature of the organization that **inspires trust** and produces results, while a witty, conversational style of communication makes the brand **approachable, interesting, and likeable**.

Like-minded brands:



Research indicates that PBS is the single most trusted and objective brand in broadcasting.*

*Independent study conducted in 2015 by ORC International



Progressive's online pricing comparison tool is an excellent example of brand transparency.

Super Go Faster is...

Trustworthy and honest but not judgmental or preachy.

Fun and relaxed but never clownish. Accomplished, knowledgeable and but not arrogant.

★ BRAND PERSONALITY SPECTRUM ★





“
I really
appreciate the
transparency
and the
honesty.
”

The bottom line

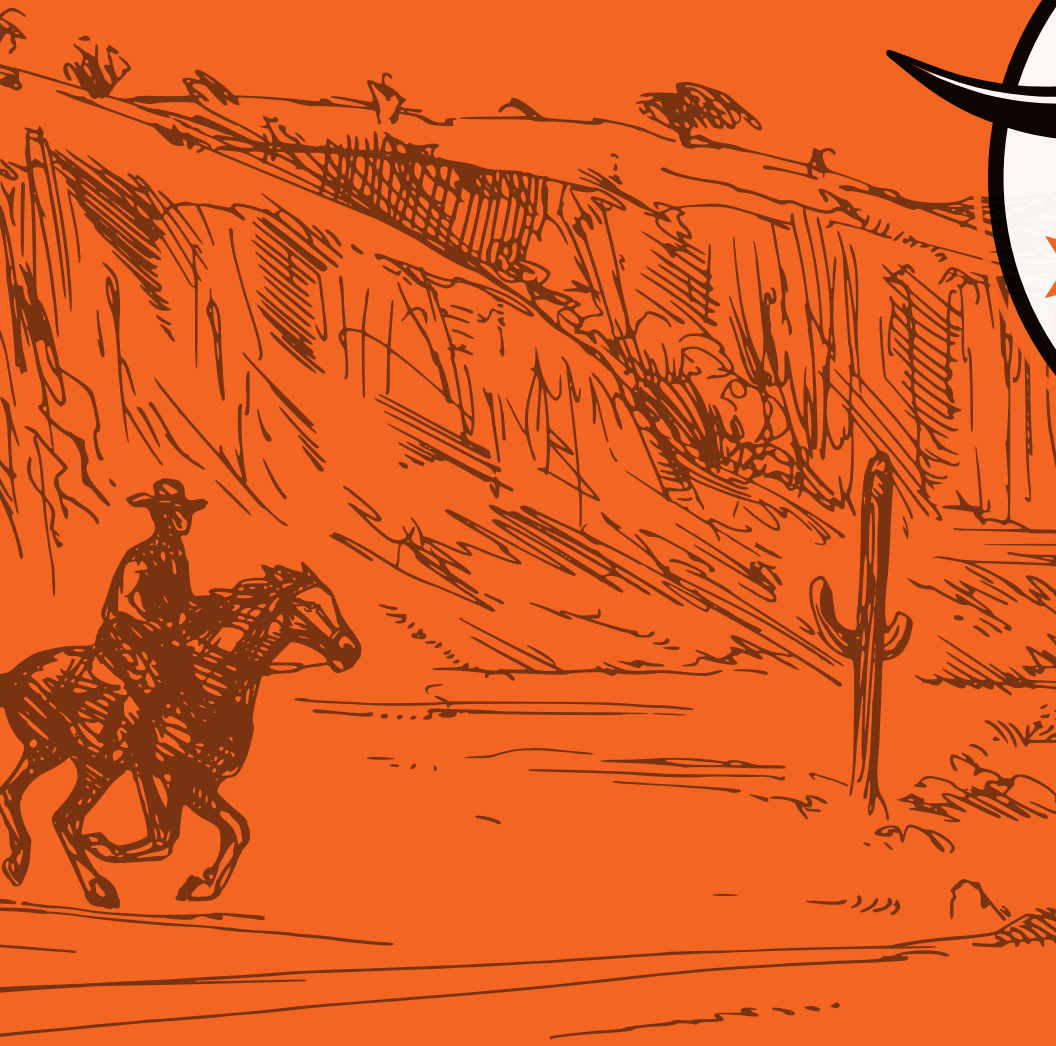
Honesty really is the best policy.

Our primary goal in conducting Cowboy Research was to find out what matters to your clients and consultants as well assist us in developing a voice that is both compelling and brand-appropriate.

As we sifted through our notes and considered our own observations of the Super Go Faster organization, we developed what we think is a solid brand voice profile...

Built on, you guessed it:

Honesty & Trust.



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