

PLAYBOOKS

CATALOG OF SERVICES
2026 / 2027

RALLY CRY
BRANDS

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Core Brand



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CORE BRAND

A Rally Cry brand runs on human truth. Every decision—buy, join, stay, leave—starts with the signals people pick up about you. We uncover those signals and turn them into a brand that works as a decision engine—guiding customers, teams, and partners to act with confidence.

Here's what that gives your leadership team:

1. Instant decision clarity.

From hiring to product launches to market messaging, your brand becomes the filter that makes the right calls obvious.

2. Market insight you can act on.

We uncover the emotional and rational triggers that drive human behavior—why people hesitate, why they buy, and why they choose you over someone else.

3. Total alignment across the organization.

When everyone knows the brand from the inside out, strategy, operations, and marketing stop competing—they start compounding.

4. Messages that land and move markets.

Your position, campaigns, and social media presence don't just sound good; they hit the nerve that drives action because they're built on real human truths.

5. A brand that pays for itself.

Decisions speed up. Customers commit faster. Teams waste less energy second-guessing and more energy creating growth.

6. When your brand is this clear, guesswork disappears, alignment happens, and growth takes over.

We shape the brands that reinforce a purpose, value, and story that markets feel and want. That's what applied market research and behavioral strategy look like in action.

PHASE ONE: Discovery

Audits look at your brand from every angle, revealing the truths, gaps, and opportunities others miss. Our Discovery is the difference-maker: a data-driven, intensive market research process that replaces guesswork with certainty.

- 1. Strategic Brand Clarity Audit:** Evaluates how your brand is seen, understood, and differentiated in the market
- 2. Relationship Audit:** Maps how well you're connecting with customers, employees, donors, and partners
- 3. Marketing Audit:** Assesses brand expression and performance across channels and campaigns
- 4. Operational Audit:** Surfaces disconnects between your brand promise and how things actually run
- 5. Cultural Relevance & Risk Audit:** Checks your brand's alignment with current culture, values, and social expectations

The power of deep discovery is in what it makes clear: who you are, what you offer, to whom it matters, and why they'll care about it. It gives you the insight and language you need to move forward with confidence—no guesswork, just clarity.

PHASE TWO: Core Brand Development

- 1. Purpose:** We identify and define the core reason your brand exists beyond profit—tying it to a perspective or customer-focused impact that sets direction and guides your brand consistently. This purpose shapes decisions, culture, and relevance, inspiring customers and employees to rally around a shared sense of meaning and direction.
- 2. Audience and Motivation:** We conduct market research to find and define key audience segments and their core motivations, ensuring every part of your organization—from sales to customer service to operations—delivers consistent, relevant experiences that build trust, drive engagement, and align with your brand's promise.
- 3. Brand Differentiators:** We identify and position your strategic differentiators that empower your brand to claim a unique, defensible place in the market—maximizing impact, protecting margins, and building a lasting legacy.

4. Positioning Statement: An often overlooked yet essential tool that answers WHAT, WHY, HOW, WHO, and WHEN, defining a brand's market position and strategic space. As the single most powerful safeguard against brand and mission creep, it sharpens strategy, streamlines decisions, and ensures every investment supports the brand's purpose. We don't call it until we craft one that locks in your brand's place in the market, clear, powerful, and recognizable.

5. Brand Language Toolbox: A comprehensive, high-performance package that equips organizations with the words, phrases, and messages they need to launch, live, and grow their brand. From day one, every team member has the pieces and parts they need to speak consistently, confidently, and powerfully—making the brand recognizable across every channel, audience, and touchpoint.

- a. Brand Voice System: Defines your brand's unique emotional DNA, capturing its style, attitude, and tone. It's more than just words; it's the personality that unifies every message and every customer experience.
- b. Branded Content: Powerful words and ideas that amplify the brand's purpose, sharpen its competitive edge, and ignite action across all marketing and communication materials. Includes FAQs, differentiations, and all the quips, soundbites, lines, and bits that bring the brand to life across markets, features, and channels.
- c. Brand Story: A humanizing narrative that captures why the brand exists, where it came from, and what drives it forward. It's an introduction to the back story.
- d. Tagline and Elevator Pitch: Concise AHA statements that distill the brand's key promise and relevance, powerful tools for quick, compelling introductions.
- e. Communication Playbook: A clear guide and reference point for using branded content to communicate internally and externally, building confidence, consistency, and clarity in every conversation.
- f. Key Messaging Framework: Structured talking points tailored to different audiences and scenarios, ensuring every communication supports the brand's strategy.

6. Brand Book: A practical field guide that shows how to live the brand every day. It unites tools, guidelines, and resources to apply the brand's identity, voice, and positioning consistently. This user's manual makes it easy to navigate tone of voice, messaging, and visuals. It equips every role and department with a clear sense of the brand—critical for using and managing it consistently.

Culture Brand

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CULTURE BRAND

Cultural dysfunction doesn't self-correct; it multiplies, eating away at talent, time, and growth. A Culture Brand reset is the opposite of grinding harder. It restores balance, health, and focus by reestablishing a community of work that performs. You can't afford to ignore a culture in distress.

Culture Red Flags You Can't Afford to Ignore:

- 1. Leaders spend more energy "selling" change than driving it.**
Resistance is baked in, and strategic projects limp along without real adoption.
- 2. Customer experience erodes as employees "check out."**
Service slips to the bare minimum, and discretionary effort disappears.
- 3. Innovation stalls and ideas dry up.**
Teams stop proposing improvements, and problem-solving gives way to workarounds.
- 4. High performers disengage or exit.**
Frustrated talent either lowers their own standards or walks, taking momentum with them.
- 5. Critical feedback and problem signals are buried.**
Employees hesitate to speak up, leaving leaders blindsided by preventable crises.
- 6. Teams pull in different directions.**
Departments chase competing priorities, and strategic initiatives stall or under-deliver.
- 7. Rumors and misinformation outpace official communication.**
Informal narratives fill the vacuum, eroding trust in leadership and decisions.
- 8. Employee experience is inconsistent and inequitable.**
Morale varies wildly by department, breeding resentment and further disengagement.

PHASE ONE: Discovery

Cultural Alignment Audit

A diagnostic deep dive into the heartbeat of your working culture, this audit evaluates planning, systems, performance management, and daily execution to uncover how well your internal reality supports your external brand promise. It identifies where alignment thrives or breaks down, providing the insight needed to deepen a high-trust, high-performance culture that outperforms itself.

PHASE TWO: Culture Brand Development

1. **Employee Value Proposition (EVP):** A clear, credible promise that reflects an organization's commitment to building an exceptional workplace—where systems are intentional, quality is a priority, and every role and goal are supported by a culture of alignment.
2. **Branded Habits:** High-performing cultures are upheld by a set of human-centered habits that establish clear expectations and consistent actions. These habits equip every contributor to bring their best, engage fully, and flourish together. Branded habits create a reliable framework that prevents dysfunction and promotes a thriving, innovative, and dynamic culture, keeping top talent engaged and energized.
3. **Branded Habits-Based Hiring Criteria:** Branded habits attract candidates who align with the organization's culture, ensuring each hire contributes to the environment of excellence you're cultivating. These habits are embedded, from the job posting through the interview phase, reinforcing alignment and shaping a consistent employee experience.
4. **Branded Onboarding Experience:** Immersing new hires in the organization's EVP and branded habits from day one ensures they know how to thrive and contribute. This high-performance start reinforces the culture with every hire, building cohesion, alignment, and operational excellence.
5. **Habits-Based Programs Framework:** A practical toolkit designed to build cohesion, deepen engagement, and bring the brand to life through useful initiatives. With clear processes and directives, teams know exactly what to do to adopt the brand and build a culture that delivers the outcomes that matter most.
6. **Activated Employee Input:** Tools and structures for gathering, sharing, and acting on employee ideas and feedback to refine the culture.
7. **Internal Communications Guidelines:** Consistent messaging templates and habits-based communication practices that keep everyone informed and aligned.

9. Meeting Framework: Agendas, best practices, and facilitation guides for your team to ensure every meeting reinforces the organization's branded habits.

10. Internal Goodwill Initiatives: Programs that build trust, collaboration, and a sense of belonging—rooted in the EVP and branded habits.

11. Corporate Social Responsibility (CSR) Partnerships: Method and guidelines for selecting and nurturing external partnerships that reflect the brand's values.

12. Branded Strategic Partnership Framework: Guidance for developing external collaborations that extend the brand's habits and culture into the industry and community.

13. Employee Handbook: Policies and guidelines that align with brand culture. A comprehensive resource that outlines the organization's policies, expectations, and standards of work, ensuring employees have the clarity and guidance needed to navigate their roles and participate fully in the workplace. It serves as a practical tool to align daily behaviors with the brand's culture and support a high-performance environment.

14. Culture Brand Book: A comprehensive, practical field guide that centralizes all the tools, guidelines, and resources needed to manage and sustain an organization's internal culture. This package equips leaders to transform bold strategies into measurable outcomes—uniting people, practices, and purpose for a brand that excels from the inside out.

House Brand

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HOUSE BRAND

To brand a home is to honor its story. It's to listen closely to what the house already knows and give it sound & shape. It's how we claim the quiet moments that define us: the sound of laughter down a hall, the way light moves through morning windows, the scent of earth after rain. It's how we mark what's worth keeping, what's been built with care, and what carries us through change. In the end, building a home brand is both art and anthropology, defining the living relationship between people and place.

Why A House Needs A Brand

- **To preserve the feeling of a home & the people who bring it to life:** A home brand captures what families work so hard to preserve: shared values, shared care, shared love of place. It celebrates the culture and identity of the people who built it, tended it, loved it, and kept the light on.
- **To honor its lineage:** Celebrating the era, material, and form of a home turns it into a marker of pride. Thoughtfully preserved and celebrated historic homes elevate neighborhoods, attract curiosity, and drive both social and economic worth.
- **To root it in place:** Branded homes act like micro-museums of local culture. Tying the story of a house to its landscape, light, and local history makes it feel fated, like it could only live here.
- **To reinforce market differentiation:** 'The Willow House' or 'Cedar Gate' lingers in one's memory far longer than an address. Named homes stand out in listings, photographs, and word-of-mouth.
- **To give formality to foundational values:** A household brand serves as an anchor for families and communities to remember who they are, what they care about, and how they belong together. Whether life is calm or chaotic, that identity holds as a steady mirror of who you are.
- **To bridge old and new:** Respecting history while inviting evolution keeps a home alive. Preservation coexists with progress as each generation adds its own chapter to what's come before.
- **To start a ripple effect:** One branded home elevates neighboring properties and stabilizes perception. When homes have stories, neighborhoods have soul.
- **To turn recognition into value:** A named, cared-for home suggests stewardship and pride of ownership. Branded homes outperform on resale, attract reinvestment, and turn nostalgia into equity.

Each brand we build is custom. Some homes need only a name and a story. Others call for a full identity, an online home, or a way to preserve their legacy for generations.

The following elements are available and tailored to fit the life, purpose, and potential of each structure.

Name: A clear, memorable identity that reflects the property's personality, era, or story, the shorthand people use to remember it.

Story: The written narrative that gives the home voice and meaning, capturing who built it, what it has seen, and what it stands for.

Visual Mark: A refined logo or monogram that appears on signage, stationery, and digital spaces, the signature of the house.

Home Brand Guide: A compact field book defining tone, design, and story so future owners can preserve authenticity and continuity.

Website or Digital Profile: A living archive for photos, story, and architecture, ideal for legacy, listing, or preservation.

Photography and Film Storytelling: Signature imagery that captures atmosphere, detail, and soul, portraits of place rather than simple real estate.

Architectural and Historic Documentation: Era research, blueprints, and material records that authenticate and protect the home's character.

Historic and Lifestyle Positioning: Context that connects the property to its ideal audience, from collectors to preservationists to future stewards.

Housemark, Crest, or Plaque: A physical marker of identity, simple, timeless, and proudly displayed.

Social Media Strategy: Crafted storytelling that draws interest, builds following, and positions the home for the recognition it deserves.

Legacy Archive: Curated records, images, and artifacts that keep the home's story intact as it changes hands.

Brand Partners

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BRAND PARTNERS

We never take it for granted. Every time we join a new team, we meet people who care deeply about what they're building and want to make it stronger. That's the best part of this work. Watching a team pull together and seeing ideas turn into action—we love being part of that.

We offer three kinds of support, each built for different stages of growth. Because no two companies—or brands—are ever quite the same.

An overview of the partnership types outlined on the following pages:

Fractional Services: Where Strategy Meets Momentum

Fractional support gives small businesses the expertise and structure of a full brand department without the overhead. It's a flexible, focused model built to provide strategic direction, creative execution, and measurable growth. It's how small teams move fast and compete big.

CMO Services: Where Strategy Stays the Course

As a business grows, marketing gets more complicated—more channels, more people, more decisions. CMO Services are built for organizations with marketing already in motion but in need of steady leadership to protect the brand and guide growth. The role keeps strategy steady, decisions smart, and the brand consistent across every channel and market—ensuring the brand that built your business keeps driving it forward with strength and integrity.

Launch Services: Where Teams Find Their Stride

When a new brand is ready to roll out, the real work begins—getting everyone comfortable, confident, and consistent. Launch Services provide short-term, in-the-trenches support to help your team bring the brand to life while keeping their day-to-day running smoothly. We coach, guide, and reinforce, giving structure and encouragement until the brand feels like second nature and the team's ready to run with it.

FRACTIONAL SERVICES

Where Strategy Meets Momentum

Fractional Services: *Where Strategy Meets Momentum*

Fractional services were designed for small businesses that can't afford to keep a full bench of experts in-house across brand, marketing, advertising, sales, and PR but still need that level of professional power to compete.

Instead of hiring five people, you hire one high-performance team that brings all those disciplines under one roof — strategically, efficiently, and on demand.

Key Functions of Fractional Marketing Services: *What it delivers. What it fixes.*

Content That Sounds Like You (Only Better)

Your website, emails, and social content tell one strong story that is consistent, confident, and built to attract customers and build trust.

A Cohesive, Professional Look

From logos to social graphics, your brand looks polished, credible, and aligned — the way a real business should.

Real Results, Not Guesswork

You'll get clear reports that show what's working and what's not, so every decision is based on facts, not hunches. Every dollar is tracked.

Targeted Messaging That Reaches the Right People

Your outreach connects to the audiences that matter most, keeping your brand visible, relevant, and growing through meaningful communication.

Event Planning That Puts You on the Map

From community events to launches, we create experiences that build visibility, strengthen relationships, and position your brand as a leader.

Public Relations That Build Credibility

Your story is told through media coverage, partnerships, and storytelling that raise your profile and highlight meaningful progress.

Marketing That Fuels Sales

Your marketing and sales finally work hand in hand, generating leads, nurturing relationships, and strengthening the bottom line.

Systems That Grow Us Out of a Job

You gain repeatable processes, templates, and tools that keep your business running smoothly long after we're gone, with your in-house team humming.

Fractional Services: *Where Strategy Meets Momentum*

How Fractional Works

Every organization has its own rhythm. Fractional support adapts to that pace, bringing focus, structure, and expertise exactly where it's needed. We co-create and deliver a plan that moves the brand forward.

The Process

Step 1: Listen and Learn

It starts with discovery. We dig into your goals, your team's capacity, and the traction you want to see.

Step 2: Build the Plan

Together, we co-design a fractional plan that fits your needs and timeline, aligning strategy, creative, and execution under one clear direction.

Step 3: Execute and Adjust

You get a dedicated team delivering strategy, content, and campaigns with one point of contact and full accountability. We measure progress, share results, and refine the work as you grow.

What Makes It Different

- Full department power at a fraction of the cost
- Strategy, creative, and analytics all under one roof
- Customized around your bandwidth and goals
- Scales up or down as your business evolves

Why It Works

You're not paying for hours. You're investing in outcomes.

Fractional support gives small teams access to senior-level strategy, sharp creative, and measurable results. It's the simplest, smartest way to scale without adding headcount or losing focus on what matters most: running the business.

In Practice

A regional business needed clarity, content, and campaign structure fast. Within 90 days, fractional support built a unified brand strategy, launched new creative, and increased engagement by 40 percent, all without a single new hire.

In Short

Fractional support gives you the team, the plan, and the accountability to move forward fast. Strategy meets execution, and momentum follows.

CMO SERVICES

Where Strategy Stays the Course

CMO Services: *Where Strategy Stays the Course*

As a business grows, marketing gets more complicated — more channels, more people, more decisions. CMO services are built for growing organizations with marketing already in motion but in need of steady leadership to protect the brand and guide growth. The role brings focus and alignment to your team, keeping strategy steady, decisions smart, and the brand consistent across every channel and market. It ensures the brand that built your business keeps driving it forward with strength and integrity.

Key Functions of CMO Services: *What it delivers. What it fixes.*

Brand Strategy

Steward and protect the brand's direction by ensuring every initiative stays true to its positioning, differentiation, and long-term market strategy.

Strategic and Creative Alignment

Define the brand's message, tone, and visual standards to ensure every marketing effort expresses one cohesive identity and supports business growth.

Leadership and Collaboration

Mentor internal teams, build marketing infrastructure, and foster alignment across sales, operations, and executive leadership.

Campaign and Market Activation Strategy

Plan and manage targeted campaigns across priority markets and media channels that drive awareness, engagement, and measurable growth.

Customer Intelligence

Research and interpret customer insights, competitive trends, and market data to guide smarter decision-making and identify growth opportunities.

Performance Oversight

Evaluate analytics, oversee spend, and translate data into actionable recommendations that keep marketing efforts accountable to results.

Innovation and Opportunity Development

Anticipate market shifts, identify emerging technologies and audiences, and position the brand ahead of competitors.

Budget, Measurement, and Reporting

Oversee budgets, resources, and performance metrics to ensure every investment is efficient, accountable, and tied to measurable results.

CMO Services: *Where Strategy Stays the Course*

How CMO Services Work

Every business reaches a point where marketing outgrows its structure, growing markets, more moving parts. CMO support brings steady leadership to protect the brand, align the team, and keep strategy moving in the right direction. We build capacity, strengthen decision-making, and make sure every move supports the brand, the business, and the vision.

The Process

Step 1: Assess and Align

We start by understanding your goals, market position, and team structure. Together, we identify strengths to build on, risks to address, and the key areas where leadership will make the greatest impact.

Step 2: Build the Roadmap

We translate that insight into a clear plan — one that defines priorities, clarifies responsibilities, and unites marketing, sales, and operations around measurable business outcomes.

Step 3: Lead and Empower

Your CMO leads from within, mentoring the team, refining processes, and protecting brand consistency. As systems strengthen, the team grows more confident, capable, and aligned — ready to sustain growth long after the engagement ends.

What Makes It Different

- Protects the brand through clear leadership and accountability
- Builds internal capability and confidence across the team
- Aligns marketing, sales, and operations under one clear direction
- Strengthens structure and communication as the organization scales

Why It Works

CMO services bring focus, foresight, and follow-through. They ensure the brand stays true to its purpose, the team grows stronger with each initiative, and the business keeps its edge in a competitive market. It's the leadership layer that transforms growth from reactive to intentional.

In Short

CMO services bring disciplined leadership that guards the brand, empowers the team, and sustains momentum.

LAUNCH SERVICES

Where Strategy Catches Their Stride

Launch Services: *Where Strategy Catches Their Stride*

Launch Services are built for organizations ready to roll out a newly developed brand but need extra capacity to do it right. It's a short-term, high-impact partnership that helps teams launch confidently, align internally, and keep momentum steady while managing their everyday responsibilities.

We coach, guide, and reinforce—helping teams learn how to nurture the new brand, understand where their role fits in the bigger picture, and build the confidence to carry it forward. Launch Services provide structure, encouragement, and direction until the brand feels like second nature.

What's Included: *What it delivers. What it fixes.*

Team Coaching and Brand Onboarding

Hands-on support that helps your team understand the brand, build confidence using it, and feel proud sharing it.

Launch Plan That Sets the Pace

A clear 6–12 week plan that defines priorities, roles, and timing so everyone knows what's happening and when.

Checklists and Tools That Keep Everyone Aligned

Simple, shareable systems that make it easy for staff to stay consistent across posts, print, signage, and customer communication.

Training That Builds Capability

We train your team to apply the brand in real scenarios, helping them speak, write, and present with clarity and confidence.

Metrics That Measure Progress

You'll see what's working and where to adjust through simple metrics that track engagement, consistency, and adoption.

Guidance That Builds Independence

We stay close long enough for the team to feel confident, then step back once they can run the brand smoothly on their own.

Progress Reviews That Keep You on Track

Regular check-ins to celebrate wins, troubleshoot challenges, and refine priorities as the launch unfolds.

Launch Services: *Where Strategy Catches Their Stride*

Why It Matters

You've invested in a great brand. Now it's time to make sure it sticks. Launch Services keep your team focused, your message consistent, and your momentum moving. It's the follow-through that turns a new look into lasting strength.

Why Now

Your brand is new—your habits aren't. Launch Services give your team the structure, content, and coaching to live the new brand every day. It's the bridge between rollout and routine.

About Rally Cry

We build brands that make decisions clear.

That's it. That's the job. We make the message make sense. We discover brands that give the heart what it wants and the mind what it needs to say yes.

The result? Brands that hit home, scale smoother, grow stronger, and pull their weight in revenue.

We get there through a discovery process that digs deep. We track patterns, read responses, and decode the cultural signals that shape decisions—like our own unique blend of brand anthropologists and behavioral economists.

We turn human insight into high-performance brand systems, built to woo customers, rally teams, and earn trust.

We're thinking partners. We work alongside founders, CEOs, and strategists who know what

it's like to carry the weight of a vision no one else can see yet. We shape breakthrough brands that scale, hire, and deliver.

Every brand we uncover supports livelihoods. By working with clients to build brands that expand—hiring, training, and innovating—we create ripple effects that reach families, employees, and neighbors alike.

Our own company thrives on this dynamic: the more brands we develop, the more opportunities emerge for people, on both sides of the table. For us, success is measured by the number of communities connected, jobs created, neighborhoods nourished, and lives touched.

To us, building brands means building futures. Let's make something together.

Give us a shout.

We'd love to work together

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