



Meet Ra Monne “Ray” Pérez-Pearson Director of Global Marketing at LION

LION (founded in 1898) acquired two different brands -- Bullex and HAAGEN -- in 2012. Since that time, both had been separately managed and positioned publicly from their parent company, but they knew that needed to change. The brand strategies deployed across the LION enterprise were not as effective as they could be, so the decision was made to undergo a rebrand, which would involve publicly merging the three brands together under the LION mantle.

To do this effectively, they knew they would need to redesign their website and rewrite all of the copy. But before they could do that, they needed a new brand messaging strategy that would unify all three brands with consistent messaging and value propositions.

That’s when LION called IMPACT. Before we began work on their new website, we took Ray’s team at LION through our intensive, two-day brand messaging workshop.

The resulting messaging strategy seamlessly integrated all three brands under a single, front-facing value propositions, clearly identified their differentiators, and provided a messaging playbook for each of their buyer personas. Moreover, their messaging work set the stage to develop a clear and consistent voice and tone for their brand.

Not only did this make writing the 200+ pages worth of website copywriting required a breeze, it also ensured that any marketing collateral they wrote in future -- with or without help from us -- would be on message.

“IMPACT is filled with visionary, spirited leaders who continually push to deliver experiences that exceed business goals and delight consumers.”

And we love working with you, Ray!