

# OUR WORK

WINGS executes proprietary assignments as well as seamlessly plugs into teams of all kinds.

The case studies that follow are a mix of owned client relationships and assignments that we led while plugged into another agency team.

Some work is still under NDA (hence the secrecy) but we wanted to highlight our approach and the breadth of projects we get to play a part in.

*This is not an exhaustive look at our previous work, and more examples are always being added.*



# Elevating a Global Content Studio's Brand and Market Presence

## Overview:

Every organization needs a strong internal story to keep its team aligned, inspired, and on the same flight path. Internal narratives are the heartbeat of a company—guiding culture and reinforcing purpose

## Client Challenge:

A prominent global holding company was seeking to define the identity, evolution, and competitive edge of its content studio offering. Positioned among other owned brands, the content studio needed a clear, differentiated narrative to:

- Navigate a crowded competitive landscape.
- Establish its role within the holding company's brand architecture.
- Articulate a positioning that resonated both internally and externally.
- Create a compelling, unified story to attract clients and prospects.

## Our Approach

To address these challenges, we developed a comprehensive strategy that covered multiple facets of the studio's brand development:

**1. Competitive Landscape Analysis:** We conducted an in-depth review of the content studio's competitors, analyzing their positioning, offerings, and communication strategies. This research informed key opportunities for differentiation and highlighted gaps in the market that the studio could uniquely fill.

**2. Brand Architecture Alignment:** Partnering with executive leadership, we outlined the studio's role within the holding company's broader ecosystem. We clarified how the studio's services complemented those of sister brands while carving out a distinct space for its voice and identity.

**3. Positioning Development:** To help the content studio stand out, we crafted a positioning that articulated its unique approach to storytelling, its commitment to innovation, and its ability to connect brands with audiences on a deeper level. This positioning became the foundation for all strategic and creative initiatives.

**4. Video Narrative Collaboration:** Partnering with the client's creative team, we co-developed a video narrative that captured the studio's story for internal and external audiences. This included: An internal version to inspire and align employees with the studio's mission and goals. An external version tailored to prospective clients, showcasing the studio's capabilities and the value it brings to brands.

## Results

**Internal Alignment:** The brand architecture and positioning provided clarity to internal stakeholders, helping unify the team around a shared vision.

**External Differentiation:** The content studio's positioning highlighted its unique value in a saturated market, leading to increased visibility and client interest.

**Engagement:** The video narrative became a central tool for internal onboarding and external pitching, effectively communicating the studio's story to diverse audiences.

# Redefining Communication for a Fortune 100 Financial Institution

## Overview:

The stories you share with the world determine how you're seen, heard, and remembered. We specialize in shaping communications plans that captivate audiences, build trust, and elevate brands and campaigns.

## Client Challenge:

As a long-established leader in the financial sector, this Fortune 100 institution sought to refresh its brand communication strategy to better resonate with modern audiences and a shift in selling priorities. Key challenges included:

- Evolving the brand's tone of voice to stand out in a competitive, highly-regulated industry.
- Bridging the gap between brand strategy and creative execution to ensure consistency and impact across channels.
- Aligning communications with audience insights and consumer media habits to drive meaningful engagement.

## Our Approach

To tackle these challenges, we collaborated with the client's internal stakeholders and creative agency to build a comprehensive strategy that combined brand evolution with actionable communications planning.

### A. Tone of Voice Workshop

- **Discovery:** We led a deep-dive workshop with key stakeholders, exploring the brand's history, values, and vision.
- **Differentiation:** Through collaborative exercises, we uncovered opportunities for the brand to shift from a traditional, corporate tone to one that felt approachable, confident, and tailored to its diverse audiences.
- **Guidelines Development:** We codified this new tone of voice into clear guidelines, ensuring consistency across all brand touchpoints while maintaining flexibility for channel and audience nuances.

### B. Communications Planning Specialty

- **Audience-Centric Approach:** Leveraging insights into consumer behavior and media utilization, we identified key moments and channels where the brand could connect most effectively.
- **Creative Alignment:** We partnered with their creative agency to refine concepts, ensuring that ideas aligned with audience insights and the newly defined tone of voice.
- **Channel-Specific Activations:** Collaborating with marketing and media teams, we crafted tailored strategies for high-impact channels, balancing creativity with measurable outcomes.

## Results

**Enhanced Brand Voice:** The new tone of voice resonated across internal teams and external audiences, differentiating the brand from competitors while reinforcing its authority and approachability.

**Integrated Campaigns:** Close collaboration with the creative agency ensured that all campaign elements—from messaging to design—worked seamlessly to reflect the brand strategy.

**Improved Audience Engagement:** Tailored channel activations drove meaningful connections with target audiences, resulting in increased brand affinity and campaign performance metrics.

# WildAid: Driving Strategic Innovation and Amplifying Thought Leadership



## Overview:

We believe in using our talents to help others soar. Through our pro bono initiatives, we partner with organizations that inspire us, offering the lift they need to reach new heights.

## Client Challenge:

WildAid, a leading global environmental organization, approached us with two distinct needs:

A. To shape and articulate a first-of-its-kind strategic partnerships idea that could expand their impact within the climate space.

B. To design and elevate a white paper based on a study they conducted, preparing it for a high-profile panel discussion alongside their research partners.

Both initiatives required a balance of strategic thinking, creative execution, and messaging precision to resonate with diverse, global audiences.

## Our Approach

We worked closely with WildAid's Climate Marketing Strategy Lead to craft solutions tailored to their unique needs, providing strategic guidance and creative support across both projects.

### A. Strategic Partnerships Idea

- **Discovery and Concept Refinement:** Through collaborative sessions, we identified the core objectives and opportunities for this innovative partnerships proposal. We worked to ensure the idea was actionable, scalable, and compelling for potential collaborators.
- **Pitch Deck Development:** We translated the concept into a visually engaging and strategically sound pitch deck. The deck articulated WildAid's vision, outlined the partnership's value proposition, and demonstrated the initiative's potential impact.
- **Cannes Lions Presentation Preparation:** To maximize exposure and momentum, we helped refine the narrative for the Cannes Lions Festival of Creativity, tailoring the presentation to an audience of global creative and business leaders.

### B. White Paper and Panel Support

- **Design and Creation:** We collaborated with WildAid to transform their study findings into a professional, visually impactful white paper. The document balanced clarity with sophistication, ensuring accessibility for a wide range of stakeholders.
- **Panel Preparation:** For the panel moderated by WildAid's contact, we provided messaging and presentation support, helping craft talking points and visuals that aligned with the study's key themes and insights.

## Results

**Global Recognition:** The partnership's idea gained attention at the Cannes Lions Festival of Creativity, generating interest from potential collaborators and creative leaders.

**Enhanced Thought Leadership:** The white paper elevated WildAid's position as a leader in the climate space, driving visibility and credibility among stakeholders.

**Successful Panel Execution:** The panel discussion, supported by the prepared materials, engaged key partners and underscored WildAid's commitment to actionable climate solutions.