



e-Cycle Recharges its Brand



An informative guidebook elevated the importance of recycling and reselling smart phones, showing why companies need to establish a responsible policy and program today.



A tradeshow handout x-rayed a smart phone to reveal surprising risks and rewards.

A growing wireless recycling company, e-Cycle needed a high-impact brand strategy that would call attention to the value of its services and create new sales opportunities. Sheffield helped e-Cycle:

- ✦ Reposition the e-Cycle brand identity and refine its go-to-market message around the issue of corporate responsibility
- ✦ Establish a strong and distinct brand that resonates directly with end customers and Verizon sales representatives
- ✦ Expand e-Cycle's contact strategy to reach end customers and sales reps more frequently and with a compelling call to action

Issue:

e-Cycle helps companies solve an increasingly important business issue – what to do with the billion-plus wireless devices that are retired every year. When the company launched out of Columbus, Ohio, it went to market with a message that emphasized environmental responsibility and pitched how e-Cycle could turn old cell phones into quick cash. e-Cycle soon got the attention of Verizon Wireless and became its official mobile phone buyback and recycling partner for business accounts.

With a major opportunity to capture new sales, e-Cycle knew it needed a much stronger story and brand – one that could convince Fortune 500 companies to see tremendous value in its services and choose e-Cycle as a long-term partner.

Approach:

e-Cycle asked Sheffield to create a more strategic framework to engage existing and prospective customers in a meaningful conversation that would drive its growth. Sheffield began by mapping out a more current and compelling story that would get the attention of key corporate decision makers, as well as educate Verizon Wireless sales reps on how e-Cycle could increase their own success.

Sheffield then crafted a series of high-impact print and video publications to package e-Cycle's story. The lineup featured thought-provoking print and



Case Study



An accessible playbook illustrated how Verizon sales reps could leverage e-Cycle to win new deals and strengthen existing customer relationships.



A short-form video took viewers behind the scenes at e-Cycle's Ohio headquarters and featured compelling customer testimonials.

video guides to wireless buyback and recycling. Sheffield spelled out in compelling facts and customer testimonials why the issue was critical and revealed how a seemingly small, isolated problem is actually magnified across an organization to become a serious challenge with reputation and productivity at stake. Sheffield also created a viral piece for tradeshow that delved inside a smart phone to reveal surprising risks and rewards.

To increase e-Cycle's awareness within Verizon's expansive sales organization and spur greater adoption of its services, Sheffield developed a playbook that positioned wireless buyback and recycling services as critical success factors for closing deals. Several Verizon reps went on record, showing how e-Cycle contributed to new contracts and boosted retention. They shared tips on how and when to leverage e-Cycle in the sales process.

Sheffield also updated e-Cycle's brand image. A revised logo and color palette presented a fresher, more modern look and feel. And new collateral templates created the more professional look e-Cycle was seeking to approach prospective customers with confidence.

Results:

e-Cycle's elevated brand and story energized the company's sales team and provided a clearer vision to current and prospective customers of the company's real value. Following the launch, e-Cycle saw its business accelerate at a faster rate and a stronger relationship formed with Verizon. A media campaign, which Sheffield also led, secured prominent ink in news and business publications, as well as influential blogs.

With Sheffield as a partner, e-Cycle was able to strike the right chord with all its audiences, establishing a more credible and strategic dialogue that opened the door even wider to success.