



## **Pebble Beach Systems**

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Suppliers of automation, playout and management solutions to the broadcast community.

**Branding Case Study**

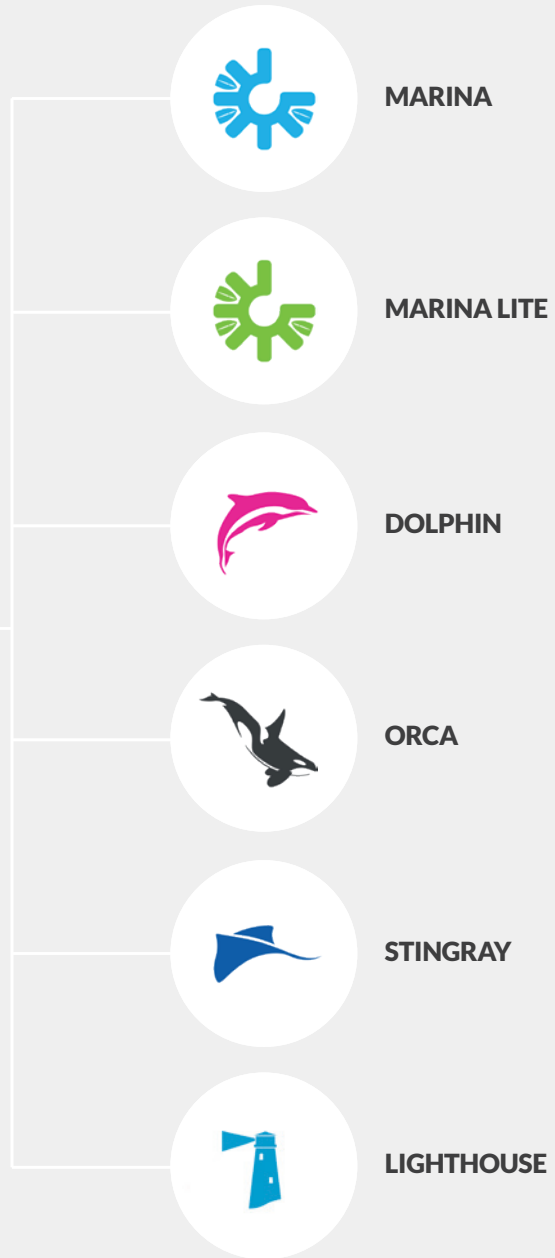
## Branding objectives.

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- Clarity** The client required a clear concept for the solutions they offered.
- Differentiation** The client required market differentiation. It was not clear that they offered entirely bespoke solutions.
- Expertise** The client wanted to move away from the feeling of legacy, and convey their industry leading, knowledge and problem solving expertise.
- Professionalism** The brand needed to feel like a company you would spend £1 million with.
- Progressive** The client, under a new leadership team wanted to convey that they are “going places” with exciting new products to launch and new markets to explore.
- Synergy** The re-brand was required to flow through all internal and external business processes and be replicated to create a values driven and consistent customer experience.
- Flexible** The brand was required to be flexible - whilst the focus was currently on broadcast, the client recognised that they may not be a “one trick pony” forever.

# The old brand.

Logo & product brands.



### 01 Audit & research

The project starts by learning about the heart of the business and discovering what makes it tick.

We establish the personality, values and attributes - these are key to defining the brand effectively, consistently and succinctly.

We want to have **Global appeal**.

We need to show we are different **(we are the experts)**.

We sell **solutions** - not **products**.

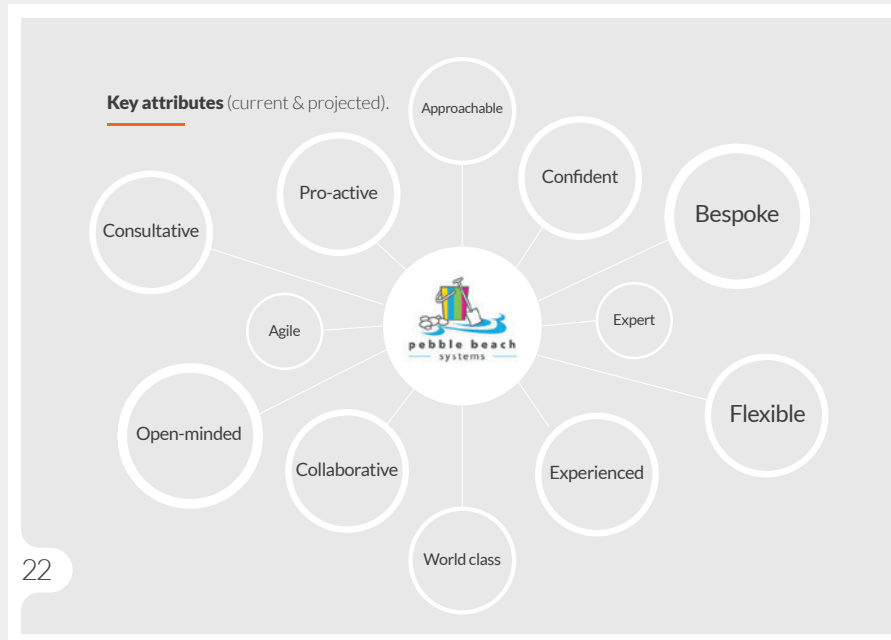
We are the **conductors of an orchestra**.

We want to be more **'Sunseeker'** rather than the current **'Rubber Dinghy'!**

## 02 Defining the brand

We then provide analysis and reporting of opinions of key stakeholders, customer profiles and key competitor brands.

By defining the key attributes & core values of the brand we can then define the market opportunities and identify the optimal space for the brand to occupy.



**Competitor colour palette.**



### 03 Creating the brand

Now we start to bring the brand to life and move forward with the most important asset – the identity. We then support this by establishing the key elements used to communicate the personality and brand values to the world.

**Primary identity development** - Based on our research and analysis.



**03** **Creating the brand...**

**Supporting Product/platform development** - Based on our research and analysis.



### 03 Creating the brand...

#### Secondary styling

##### Stationery

Effective brand identity is achieved by the consistent use of key specific elements to create a strong and recognisable brand that can stand alone even without the logo. That's why we surround your identity with examples of secondary styling to your flesh out the brand, establishing some of your most important brand assets.





### 03 Creating the brand...

Secondary styling  
Merchandise



# Our branding process (overview)

## CASE STUDY - PEBBLE BEACH SYSTEMS

### 03 Creating the brand...

Secondary styling  
Case studies

discovering | designing | delivering |



Case Study | TV 2

Having acquired the rights for several major events in the sports calendar, including Tour de France and Wimbledon (and other Grand Slam tennis events), Denmark's state broadcaster TV 2 needed to source additional capacity to play this newly acquired content out on their OTT service "TV 2 Play."

With a packed sporting schedule over the summer of 2021, they were keen to have a solution in place quickly and so evaluated a number of suppliers to establish who could meet their requirements for flexibility on time and on budget.

TV 2 have been a valued Pebble customer for many years, and were a driving force in the foundation of the Pebble User Group which hosts annual meetings at customer sites around the world – or online when travel isn't possible. As a direct result of seeing the demonstrations we provided during our Pebble User Group virtual meeting at the beginning of 2021, they realised that Pebble could be the flexible solution they were looking for. We quickly organised customised demos and technical discussions, and the requirements and scope of the project were finalised during February and March.

Pebble's Finance, Sales and Legal teams came together to provide a viable rental model that worked for both Pebble and TV 2 – all whilst navigating the intricate details of such a critical contract for both parties. The order for our Integrated Channel solution to deliver 16 Channels to air was then confirmed in March, with the on-air date set for June as the players stepped on to the court at Wimbledon and the Tour de France cyclists readied for the Grand Départ.

Thanks to the outstanding efforts of the Customer Fulfilment team who put in the extra hours during the initial configuration, some of which was 'blind' no thanks to the pandemic, the commissioning went smoothly. In fact the biggest challenge wasn't remote working.

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Case Study | TV 2

but the inability to rely on usual delivery times for crucial hardware such as servers and graphics cards. But thanks to some lateral thinking and in partnership with TV 2 we were able to access alternative supply routes. And despite not having access to these servers during the crucial pre-configuration, our experienced team were able to ensure that when it came to retesting upon the delivery of the servers, everything worked flawlessly.

With final adjustments made to meet TV 2's rigorous graphics requirements the project was completed and on-air in time as these major sporting events commenced in June.

**We're incredibly proud of how our team delivered this project in alignment with our Pebble Values:**

- Be the expert**  
Our expertise reassured TV 2 that we could provide a flexible solution to meet their needs quickly and that we were the best partner for the project.
- Find a solution and Success through partnership**  
By working collaboratively with TV 2 we overcame the constraints of the long delivery timescales hardware (induced by the pandemic) and found other ways to get what the customer needed when they needed it.
- Do the right thing**  
We rose to the challenge to help TV 2 – a loyal and valued customer who we have worked closely with for quite some time – when they needed us most. Our skilled engineers worked above and beyond to install a solution that increased TV 2's capacity to play out time-critical sporting events, including Tour de France and Wimbledon just in time - bringing 16 channels to air before the end of June.
- Every pebble matters**  
We refer to our workforce as 'pebbles' and we also consider our customers as 'pebbles' too. Every person working on this project from both Pebble and TV 2 mattered. Each and every one of them played a crucial role to deliver the scope perfectly to plan, on time and on budget. We are part of their team at TV 2, and in turn they are part of our team. We worked together to find a solution for every challenge that came our way, highlighting that we are not only a solutions company, we are also a people company.

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Photos by Aris Svaner, Danielsson, Shep McAlister, Rob Wiggins on Unsplash

# Our branding process (overview)

## 03 Creating the brand...

### Secondary styling

Print collateral - posters



# Our branding process (overview)

## 03 Creating the brand...

### Secondary styling

Digital advertising - animated gifs

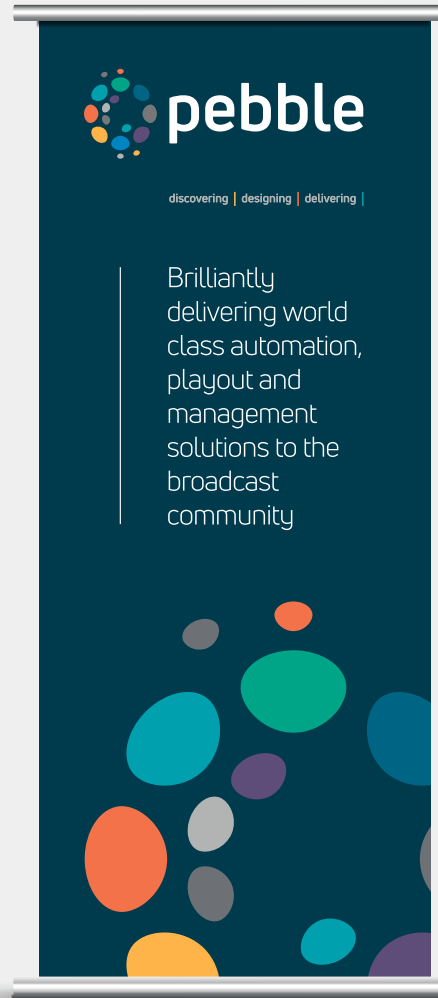


## Our branding process (overview)

### 03 Creating the brand...

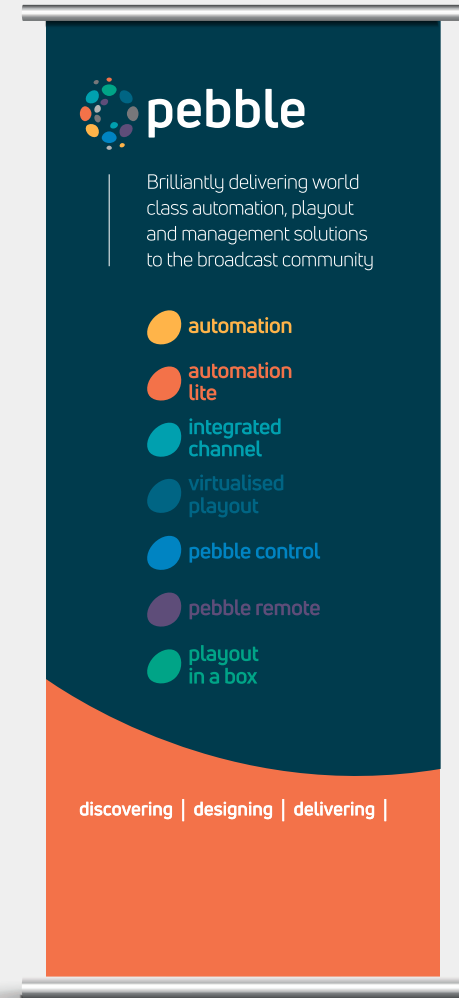
#### Secondary styling

Exhibition & display - pull-ups



CASE STUDY - PEBBLE BEACH SYSTEMS

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# Our branding process (overview)

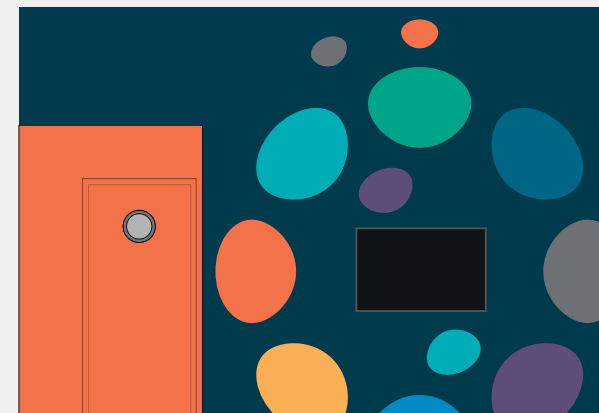
## 03 Creating the brand...

### Secondary styling

Exhibition & display - stand design



Back wall



Side wall

## 03 Creating the brand...

### Secondary styling

Print collateral - brochures



## 04 Protecting the brand

Once we have established your brand you need to ensure that it is always presented in a consistent and professional way. Our brand identity guidelines help to ensure your brand remains consistent.





## Website highlights

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### Sales driven

Armed with a fully bespoke and custom solutions builder, Pebble is also built into the Pardot by Salesforce CRM solution for sales & marketing.

### Solution driven

A clear drive and push on users to find what they are looking for by identifying a solution or identifying themselves within a category found under an 'About you' section to funnel the user in the correct direction.

### Editable & self maintained

The website is built upon the latest WordPress standards and is built with fully customisable templates to allow Pebble to build and edit new pages when required.

### Dynamic enhancements

Animated transitions are used to enhance text delivery and content adding a layer of finesse and appeal to the site.

### This is Pebble

The devices and secondary elements that make up the brand as a whole are translated seamlessly into the website and the way information and images are displayed.

# Web development - desktop - home page

## Overview

The use of video and vector animation is used on the homepage to entice the user and capture attention. The use of an abstract video is used for mood setting and giving the user clarity of content and is delivered behind a branded colour overlay.



## Web development - tablet - home page

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A pop-out contact panel is used as a fixed item to allow a simple and quick way of accessing the communication content needed for the three different support areas.



# Web development - tablet - sector pages

Colour coordination is used to identify solutions and areas of the site. These colours are constructed from the sub-palette of the brand's secondary styling.



## What the client said...

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### On the branding...

Thanks it all looks amazing! Solid, reliable and confident.

WOW - this design just keeps on giving!!

Just confirming that the CEO is delighted.

### On the website...

I just took a look at this for the first time on my iPad... WOW!

I am genuinely blown away by how amazing it looks - not sure words can really do it justice!

The great feedback keeps coming in as the team log in for the day.



There are three responses to a piece of design...  
Yes, No and WOW...

**WOW** is what we aim for...

MILTON GLAZIER



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