Brand Loyalty

PARAGON
SOLUTIONS

Below the Line Club
Bottom line building ideas

design done right

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Brand Loyalty

- ✓ GETTING IT
- ✓ KEEPING IT
- ✓ STAYING RELEVANT

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Brand Loyalty

GETTING IT

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GETTING IT

- ✓ Be Authentic
- ✓ Be Lovable
- ✓ Be Knowledgeable
- ✓ Be Recognizable

Iconic Losses: They Come in Threes

MIKE LAWSHE
is the president and CEO of Paragon Solutions. Reach him at *mlawshe@paragon4design.com.*

We lost a lot of great people in 2021. I know, it happens every year, but in just the final month of 2021 we saw the deaths of three iconic entertainers. I mean, Michael Nesmith, Betty White and John Madden all in a matter of weeks. WTH?

I have always been a huge fan of The Monkees, and Michael Nesmith was awesome. A nerd with a hat. Maybe he tapped into my own nerdiness, but I felt that loss.

Betty White, who died just shy of her 100th birthday, was the queen of comedy. I loved her in the 2010 Super Bowl Snickers commercial. If you don't recall it, google it. It will bring a smile to your face. In her documentary—"First Lady of Television"—you really see who she was, and it was much more than just a Golden Girl or a face in a Hollywood Square.

Third and Goal

But I really want to focus on the third member of this trifecta, John Madden. If you haven't seen the documentary about him—"All Madden"—do it. Whether you know him as a coach, a player, a video-game mogul or as a family man, you knew John Madden. He was exactly what you saw on TV. Nothing phony or fake about him. He brought the NFL into our homes. He was one of us, a regular guy, the man in the rumpled jacket.

I always thought a fun, separated-at-birth combination would be to size up some of Madden's most memorable quotes alongside legendary baseball player and coach Yogi Berra. Seriously, here are some of the homespun insights from each:

John Madden

"I always used to tell my players that we are here to win! And you know what, Al? When you don't win, you lose."

"At the end of the game, the team with the most points on the board is going to win."

"The defense should be expecting a run or a pass here."

"They'll score if they can just get into the end zone."

Their brand was who they are: authentic, real, lovable, knowledgeable and recognizable.

Yogi Berra

"You can observe a lot by just watching."

"You wouldn't have won if we'd beaten you."

"Baseball is 90% mental, and the other half is physical."

"It's like deja vu all over again."

They stated the obvious in a way that made you think, and ultimately they were always authentic. They both stayed true to themselves and their passion.

WHAT IS YOUR NORTH STAR?
What are the guiding principles or keywords that reflect your brand?

Embracing Authenticity

I believe that is also the secret to building a good brand. In the case of John and Yogi, their brand was who they are: authentic, real, lovable, knowledgeable and recognizable.

In branding, we call that the North Star, the guiding light or principles of a brand. You cannot be phony or fake and expect consumers to embrace it. Your brand should be a reflection of all that you are as a company. QuikTrip and Wawa come to mind as retailers who have strong and respected brands. And you don't have to be them. You can build your brand, and you can be just as great by being yourself.

What is your North Star? What are the guiding principles or keywords that reflect your brand? Do not come back to me with clean, friendly and inviting. That is like the opening ante of a poker game. You must have those to play. Take it further, deeper and be more introspective. It is not only OK, but it is preferred that you are not a clone of one of the big guys. John and Yogi were not clones of anyone. They embraced who they were, and they were loved for it.

When you determine the defining characteristics of your brand, use that as the litmus test for all you do. Your design, your menu, your people, your practices and your name should all point to your North Star. When you try to be someone or something you are not, you will be recognized as a poor imitation of the original. When you *are* "the original," you will be remembered as that.

Brand Loyalty

KEEPING IT

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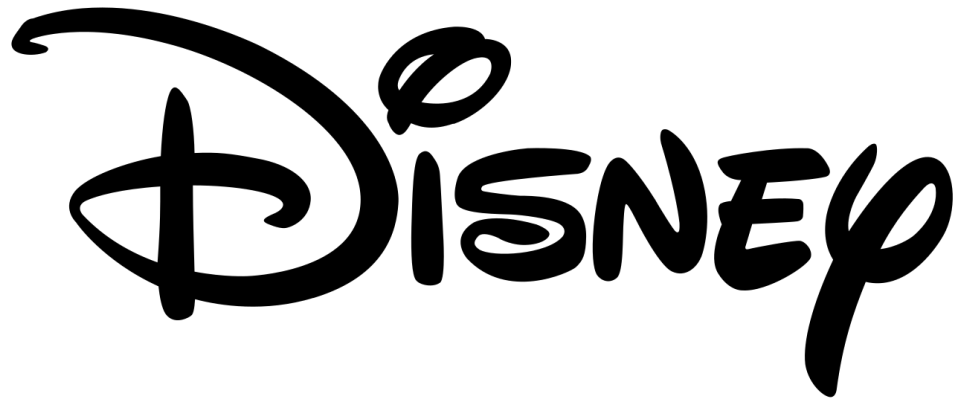

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Mercedes-Benz

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What's Yours?

- North Star
- Guiding Principles
- Key Attributes
- Differentiators

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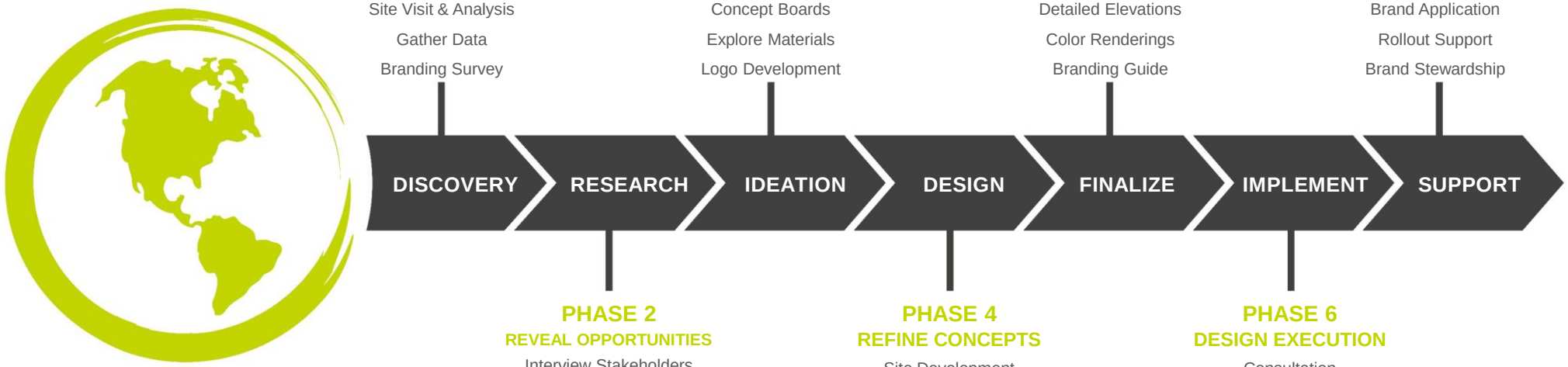
PARAGON PROCESS

Our Proven Key to Successful Design



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Brand Loyalty

STAYING RELEVANT

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Brand Loyalty

Consumers will abandon brands that don’t support their new values and will pay more to those that do

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Brand Identity Evaluation

- Is your brand identity still relevant?
- Does your brand resonate with your target customer?
- Is it still aligned with your current value proposition?
- Does it help you stand out from competitors?

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PHILIP MORRIS

Altria

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THE ASSIGNMENT

reinvent a brand

the challenge

When Enmark, realized that their tired, fuel-centric brand no longer represented them, they tasked Paragon Solutions with creating a new brand identity that would embody the vision and future of the company.

the solution

Develop a new brand that communicates fresh food and healthy food choices. A brand that would appeal to woman and millennials but not alienate other demographics, and, retain a tie of the current brand.

the results

Enmarket. A new name that better represents the brand yet has a tie to the legacy of Enmark.

A best in class, prototype, store design that would communicate the new fresh and modern value proposition and the evolution of the brand.

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A FUEL-CENTRIC BRAND

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NEW BRAND IDENTITY

name & logo

prototype store

food service

beverages

forecourt

sub-brands

touchpoints

car wash

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NAME & LOGO

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THE EVOLUTION

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THE REVOLUTION

enmarket

fresh choices, friendly faces.

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PROTOTYPE STORE

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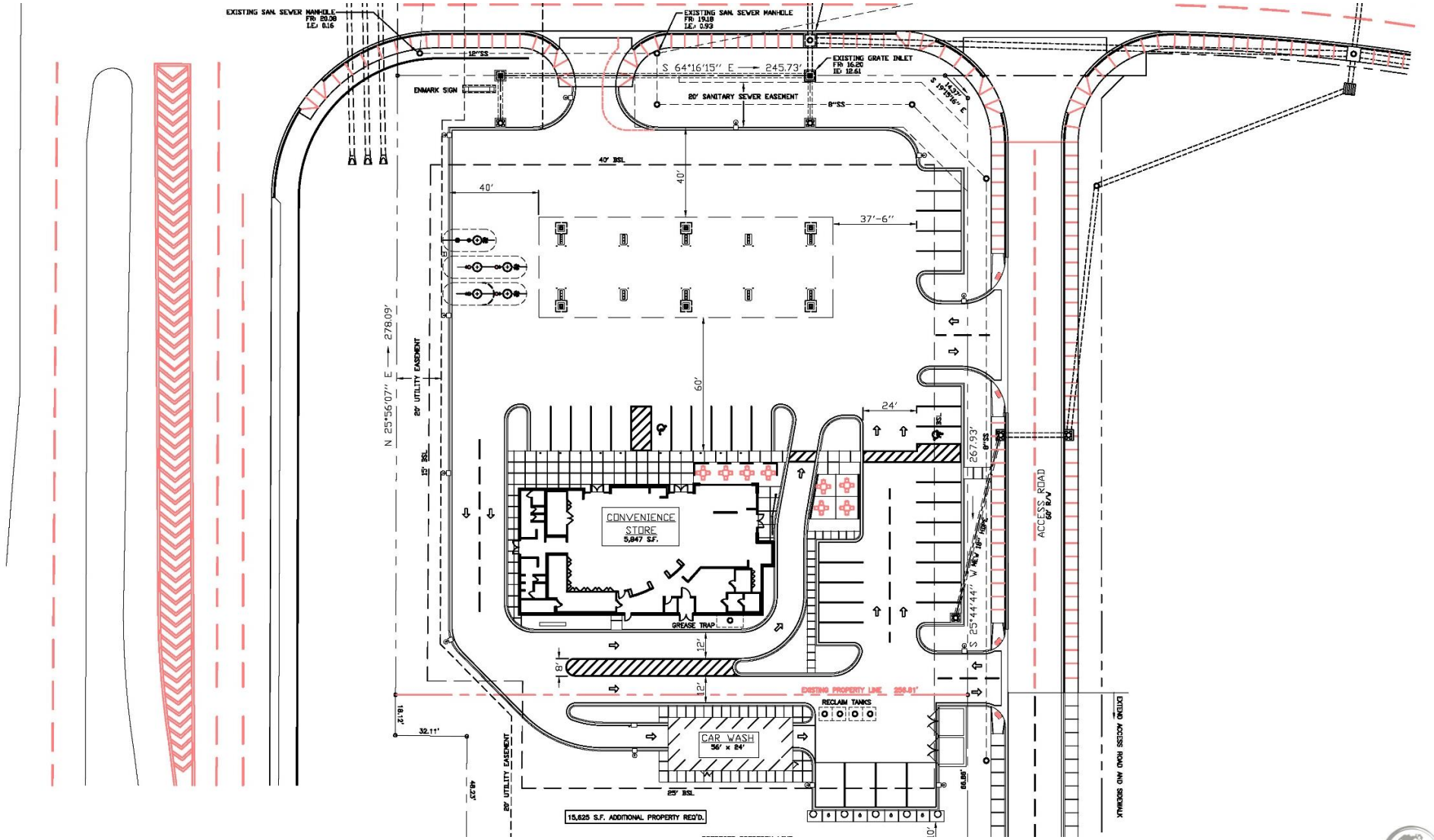
SITE PLAN



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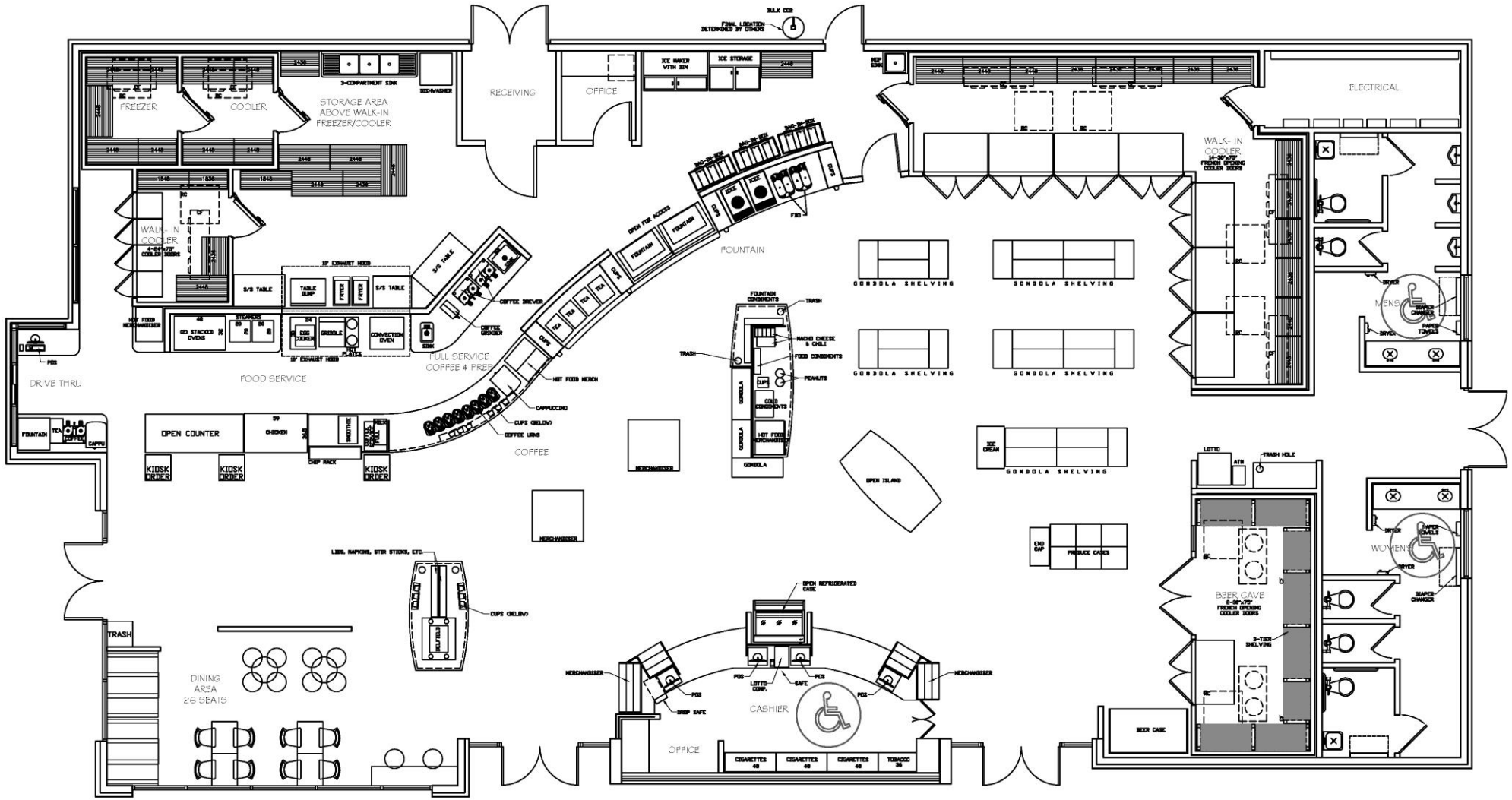
LAYOUT



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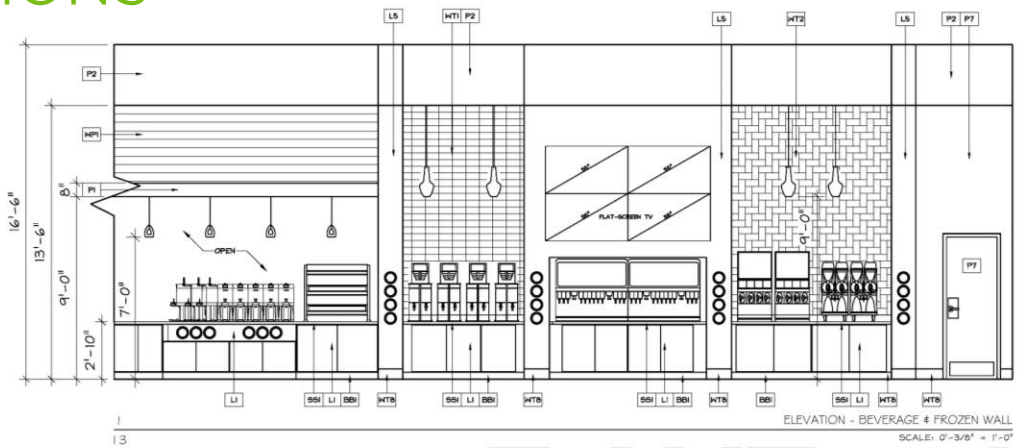
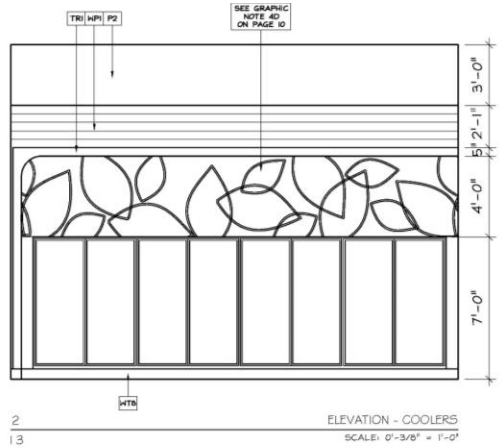
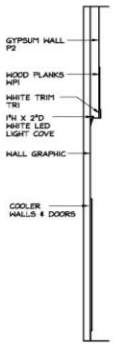
ELEVATIONS



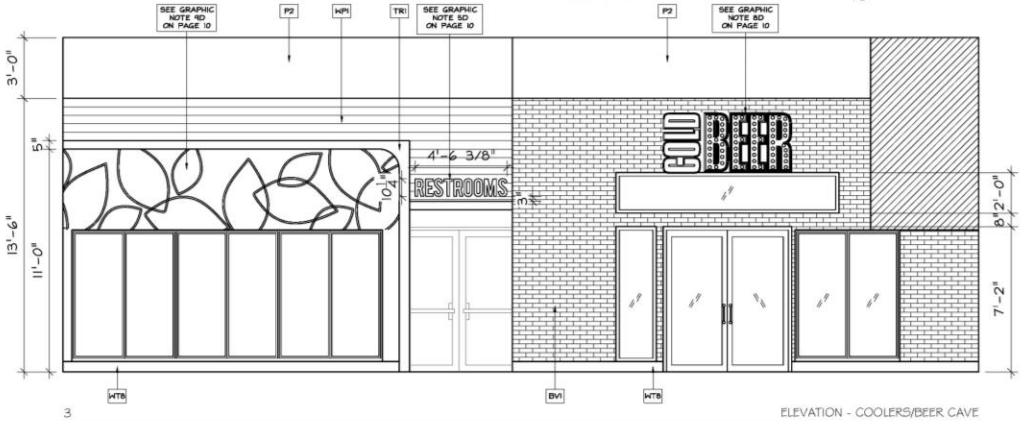
1
13
ELEVATION - BEVERAGE & FROZEN WALL
SCALE: 0'-3/8" = 1'-0"



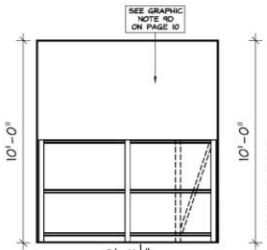
2
13
ELEVATION - COOLERS
SCALE: 0'-3/8" = 1'-0"



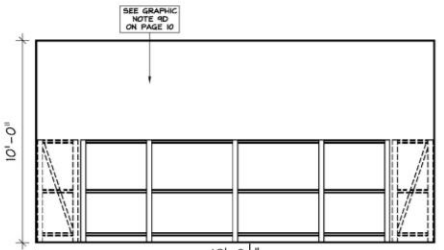
SECTION - COOLER
SCALE: 0'-3/8" = 1'-0"



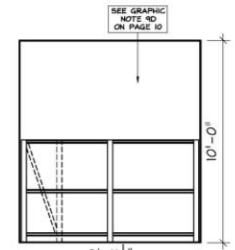
3
13
ELEVATION - COOLERS/BEER CAVE
SCALE: 0'-3/8" = 1'-0"



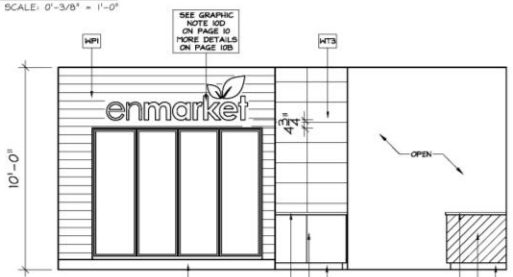
4 ELEVATION - BEER CAVE INTERIOR
13
SCALE: 0'-3/8" = 1'-0"



5 ELEVATION - BEER CAVE INTERIOR
13
SCALE: 0'-3/8" = 1'-0"



6 ELEVATION - BEER CAVE INTERIOR
13
SCALE: 0'-3/8" = 1'-0"



7
13
ELEVATION - DRIVE THRU COOLERS
SCALE: 0'-3/8" = 1'-0"

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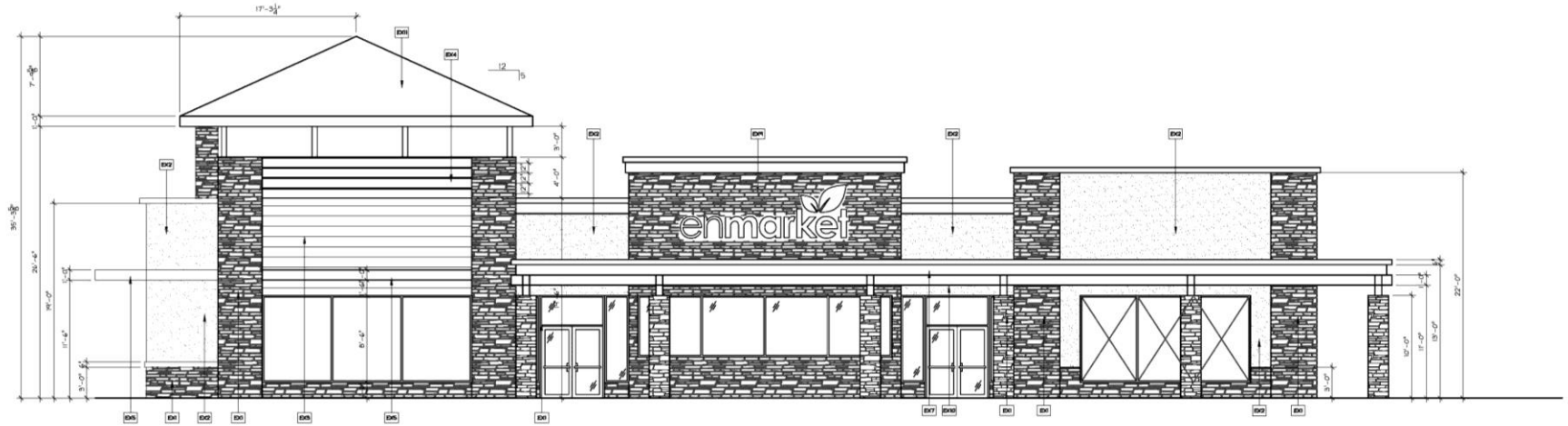
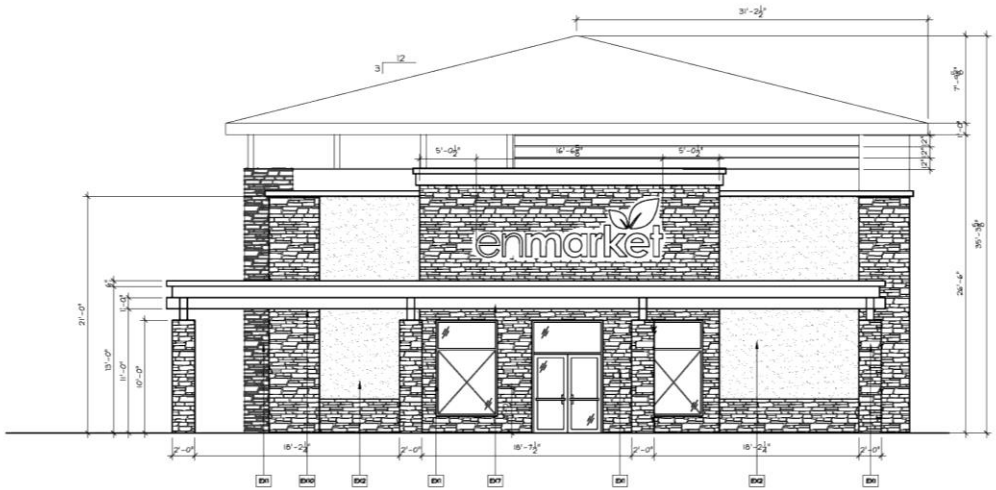
ELEVATIONS



1
16

ELEVATION - FRONT
SCALE: 3/16" = 1'-0"



2
16

ELEVATION - SIDE
SCALE: 3/16" = 1'-0"

EXTERIOR FINISH SCHEDULE

CODE	DESCRIPTION	COLOR	MANUFACTURER CONTACT
EX1	EXTERIOR STONE	SOUTHWEST FINISH	CULTURED STONE BY BORAL
		PRO-FIT LEDGESTONE	
EX2	EXTERIOR EIFS	SANDPEBBLE FINE FINISH	DRYVIT
		#SW 7043 WORLDLY GRAY	SHERWIN WILLIAMS
EX3	EXTERIOR WALL PANEL SYSTEM	DARK CHERRY FINISH	LONGBOARD SUPPLIERS
		ID #1406/01-733	
EX4	EXTERIOR METAL ACCENTS	SANDPEBBLE FINE FINISH	BY GENERAL CONTRACTOR
		#SW 6991 BLACK MAGIC	SHERWIN WILLIAMS
EX5	EXTERIOR GREEN AWNING	SMOOTH FINISH, DESIGN BY OTHERS	BY GENERAL CONTRACTOR
		#SW 6717 LIME RICKEY	SHERWIN WILLIAMS
EX6	OMIT		
EX7	ROOF STRUCTURE	SANDPEBBLE FINE FINISH	BY GENERAL CONTRACTOR
		#SW 6991 BLACK MAGIC & #SW 6717 LIME RICKEY	SHERWIN WILLIAMS
EX8	PAINTED EXPOSED STEEL BEAMS	SANDPEBBLE FINE FINISH	BY GENERAL CONTRACTOR
		#SW 6991 BLACK MAGIC	SHERWIN WILLIAMS
EX9	EXTERIOR WALL GRAPHIC	CUSTOM REPEATING LEAF PATTERN	BY GRAPHICS COMPANY
EX10	EXTERIOR GRADE SOFFIT	DARK CHERRY FINISH	LONGBOARD SUPPLIERS
	AT UNDERSIDE OF PORCH	ID #1406/01-733	
EX11	STANDING SEAM ROOF	METALLIC ZINC-COTE	BERRIDGE MANUFACTURING CO.

EXTERIOR GENERAL NOTES

1.) CONSULT LOCAL CONTRACTOR FOR STANDARD MATERIALS.
2.) CONSULT PARAGON SOLUTIONS FOR COLOR VERIFICATION AND GRAPHICS.
3.) MATERIALS MAY NOT BE SUBSTITUTED WITHOUT PERMISSION FROM OWNER OR PARAGON SOLUTIONS.
4.) GENERAL CONTRACTOR TO FIELD VERIFY ALL COLORS PRIOR TO CONSTRUCTION OR APPLICATION AND PROVIDE SAMPLES TO OWNER FOR REVIEW.

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2 FOR
$2.50
SNYDERS
Pieces
CHEWY ICE!
89
chillen
Fresh to-go!

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AWARD WINNER

Best Original Design

Convenience Store News 2019

FEATURE

BEST ORIGINAL DESIGN

Winner: Enmarket, Pooler, Ga.
Designer: Paragon Solutions

THE PROBLEM with Enmarket's convenience stores wasn't their style or offerings, but their age. The convenience store chain was successful, but had outgrown its brand and store design, and its legacy stores had grown tired, according to design firm Paragon Solutions, which partnered with the retailer to create a new concept store.

The goal was to develop a prototype that matched the name Enmarket, the rebranded name that the former Enmark launched in 2015. A unique color palette featuring a signature green shade served as the starting point. From there, contemporary materials including stone, brick, metal and wood were blended to present a warm, inviting architecture with clerestory windows, multiple entrances and a drive-thru that serves fresh food and beverages to on-the-go customers — a first for the Savannah, Ga.-based chain.

The store's exterior presents a clean, fresh and modern look. Once customers enter the store, they are greeted with warm textures, bright lighting and smells from The Eatery, Enmarket's proprietary food brand. Variations on the green, brown and orange color scheme help customers identify the different areas of the store and navigate it at a glance, even during high-traffic dayparts when the store is crowded. Comfortable seating makes the store even more welcoming for dine-in customers.

"It is obvious from the moment you drive on the site that there is a new brand in town and that brand is Enmarket," a Paragon spokesperson commented.

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SUB-BRANDS

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the Eatery @enmarket

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mooz

FROZEN YOGURT BAR

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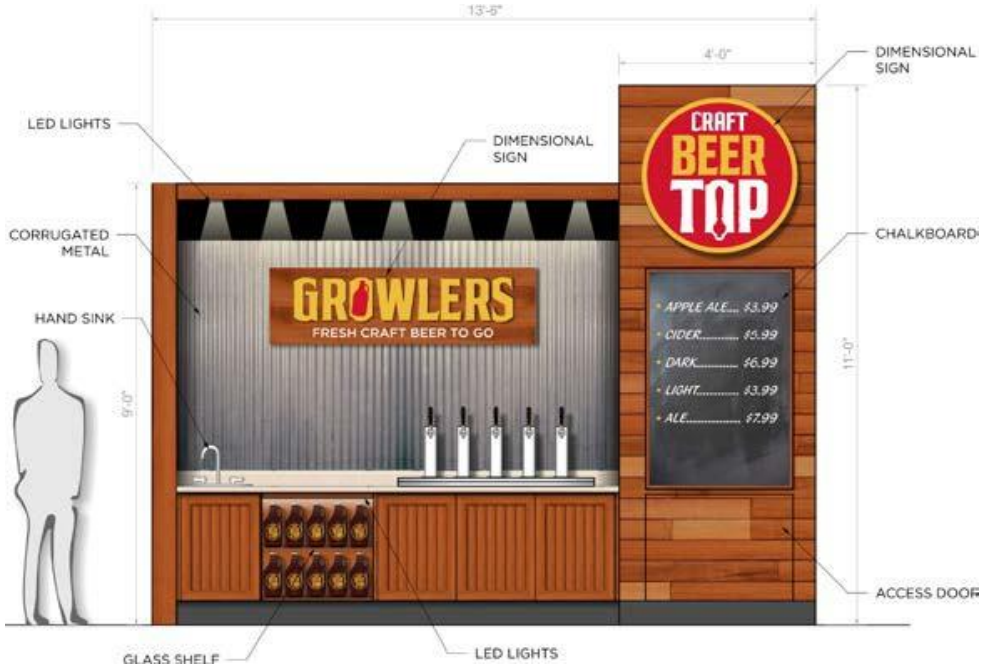
CRAFT BEER TOP



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BEVERAGES

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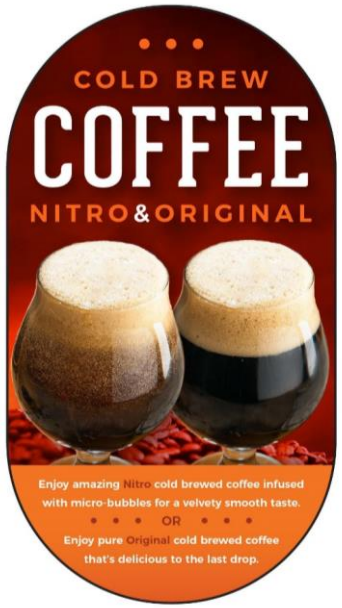
enmarket
fresh coffee



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CHEWY ICE!
enmarket
the BIG Quench

WARNING
HOT LIQUID
HOT LIQUIDS
UNSWEET
SWEET
UNSWEET
Sweet RASPBERRY
Unsweet RASPBERRY
SWEETENED
UNSWEETENED
design done right
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CAR WASH

© 2020 Paragon Solutions

marketwash

market
wash

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FORECOURT

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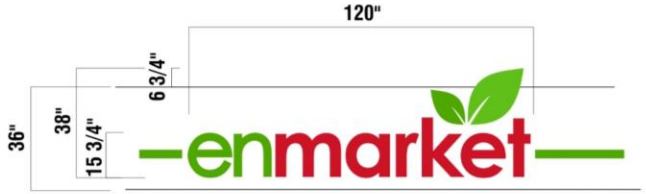
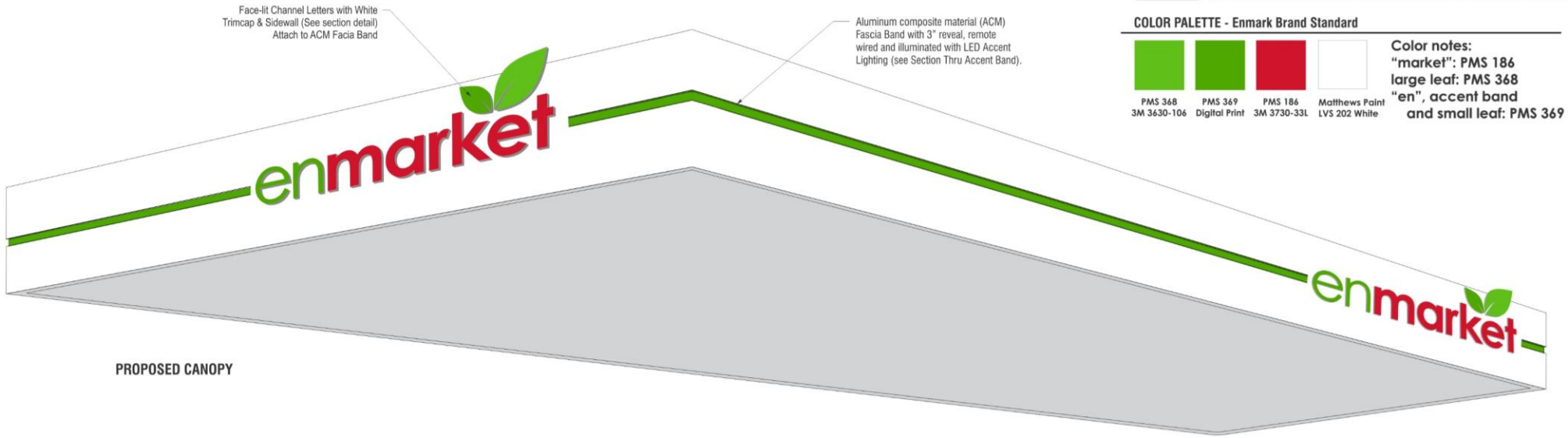




PROPOSED CANOPY

COLOR PALETTE - Enmark Brand Standard

PMS 368	PMS 369	PMS 186	Matthews Paint
3M 3630-106	Digital Print	3M 3730-33L	LVS 202 White

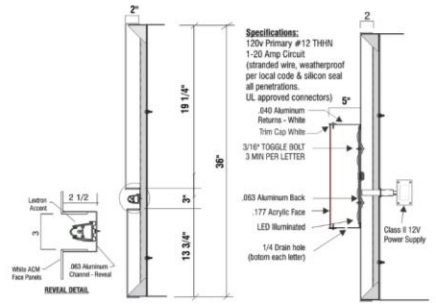
Color notes:
"market": PMS 186
large leaf: PMS 368
"en", accent band and small leaf: PMS 369

LOGO ON LEFT CANOPY

LONG SIDE OF CANOPY - LOGO ON RIGHT

NO LOGO ON STORE SIDE OF CANOPY

LOGO ON RIGHT CANOPY



SECTION THRU CANOPY FACIA ACCENT BAND at FRONT and SIDES (BACK DOES NOT HAVE REVEAL OR ACCENT LIGHTING)

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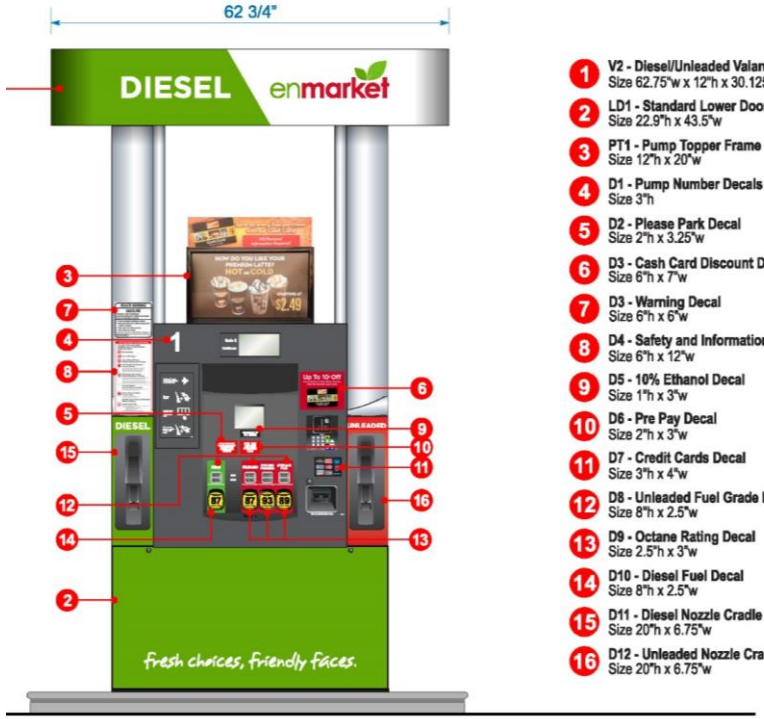
UNLEADED | DIESEL / UNLEADED | DIESEL / 89 SUPERBLU

DISPENSER GRAPHICS



1. **V2 - Diesel/Unleaded Valance**
   Size 62.75"w x 12"h x 30.125"d
2. **LD1 - Standard Lower Door**
   Size 22.9"h x 43.5"w
3. **PT1 - Pump Topper Frame**
   Size 12"h x 20"w
4. **D1 - Pump Number Decals**
   Size 3"h
5. **D2 - Please Park Decal**
   Size 2"h x 3.25"w
6. **D3 - Cash Card Discount Decal**
   Size 6"h x 7"w
7. **D3 - Warning Decal**
   Size 6"h x 6"w
8. **D4 - Safety and Information Decal**
   Size 6"h x 12"w
9. **D5 - 10% Ethanol Decal**
   Size 1"h x 3"w
10. **D6 - Pre Pay Decal**
    Size 2"h x 3"w
11. **D7 - Credit Cards Decal**
    Size 3"h x 4"w
12. **D8 - Unleaded Fuel Grade Decals**
    Size 8"h x 2.5"w
13. **D9 - Octane Rating Decal**
    Size 2.5"h x 3"w
14. **D10 - Diesel Fuel Decal**
    Size 8"h x 2.5"w
15. **D11 - Diesel Nozzle Cradle Decal**
    Size 20"h x 6.75"w
16. **D12 - Unleaded Nozzle Cradle Decal**
    Size 20"h x 6.75"w

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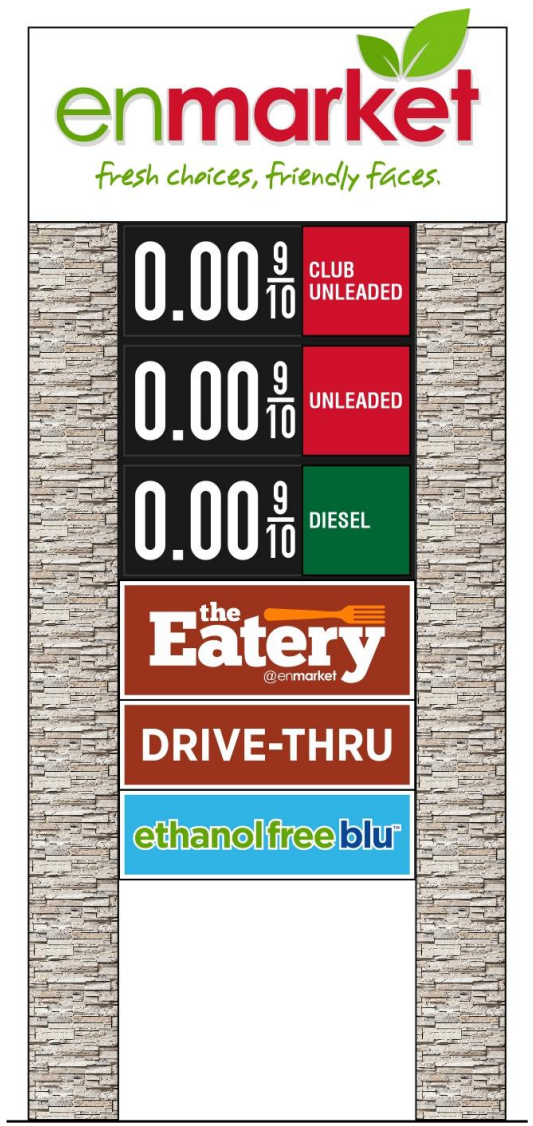
enmarket
fresh choices, friendly faces.
0.00 9/10 CLUB UNLEADED
0.00 9/10 UNLEADED
0.00 9/10 DIESEL
the Eatery @enmarket
DRIVE-THRU
ethanol free blu

enmarket
fresh choices, friendly faces.
1601
2.33 9/10 CLUB UNLEADED
2.38 9/10 UNLEADED
2.84 9/10 DIESEL
the Eatery @enmarket
DRIVE-THRU
ethanol free blu

TOUCHPOINTS

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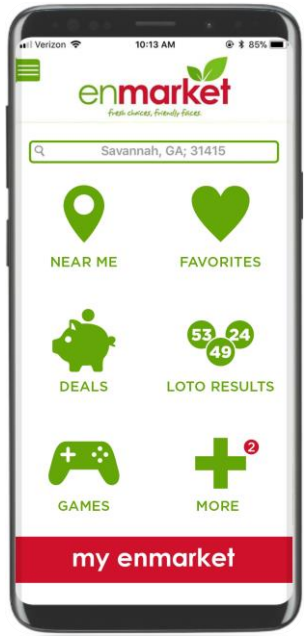

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enmarket
fresh choices, friendly faces.
EXPERIENCE A NEW KIND OF CONVENIENCE
Experience the NEW
ENMARK
enmarket
fresh choices, friendly faces.
fresh choices, friendly faces.

enmarket
Scotch Oatmeal Cookies
Byrd's

Fountain Refill Mug only!
$1.99
59¢ refills
enmarket
fresh choices, friendly faces.
EXPERIENCE THE NEW

Up To 10¢ Off
Every Gallon of Gas When You Pay with the Enmarket Cash Card!
The Original
Cash Card
enmarket

enmarket
fresh choices, friendly faces.
100% SPRING WATER

Action Steps

- Third party evaluation and assessment
- Customer brand experience research
- Feedback and input from stakeholders
- Define brand promise or positioning
- Be open and objective
- Clear outline of brand strategy
- Take bold steps based in sound data and research

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Thank You!

design done right

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