

Zpryme

Zpryme | Defining the Zpryme-ETS Brand Story

CHALLENGE

Over the past few years, Austin-based market research firm Zpryme has grown quickly. Driving this growth, in particular, has been the success of its flagship conference, Energy Thought Summit (ETS), which Pierpont has supported with regional and national media relations—resulting in placements in numerous outlets including [The New York Times](#), [Scientific American](#), [Forbes](#) and [Texas Tribune](#).

Yet, beyond ETS, Zpryme sought to further distinguish its brand presence and create clarity among its stakeholders regarding the nature of the Zpryme-ETS relationship.

OBJECTIVE

Zpryme engaged Pierpont to establish a compelling messaging framework for both brands that would also clearly define their relationship.

SOLUTION

This included conducting interviews with key utility industry stakeholders in-person, through a live Google Hangouts session, and via an online survey. From this insight, Pierpont synthesized the core brand value for Zpryme and ETS, as well as the value of the Zpryme-ETS relationship.

RESULTS

Pierpont developed a multi-tiered messaging framework, including an overarching message and supporting messages. From this messaging, Zpryme and ETS are now more clearly sharing their brand story with stakeholders throughout multiple channels.