

Branding & Packaging Design for Energy Storage Products Co

PROJECT DETAILS

 Design

 Jan. - Aug. 2021

 \$50,000 to \$199,999

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PROJECT SUMMARY

Advertas helped an energy storage products manufacturer with their branding and packaging to support their market launch. Their work included naming, product sheet development, pitch deck development, and more.

PROJECT FEEDBACK

The assets developed by Advertas were instrumental in the client's successful fundraising process, helping them raise millions of dollars. The team was budget-conscious, communicative, timely, and honest. Additionally, they were understanding, tech-savvy, and diversely skilled.



The Client


Introduce your business and what you do there.


I'm the co-founder and CEO of Amptricity, a company coming out of stealth mode in October 2022 with solid-state energy storage systems. We consider that our product will revolutionize energy storage worldwide.


The Challenge


What challenge were you trying to address with Advertas?

We needed help with a couple of things related to branding and packaging design.

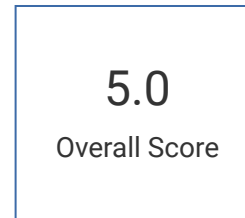
 **Damir Perge**
CEO & Co-Founder, Amptricity

 **Energy & Natural Resources**

 **11-50 Employees**

 **Dallas, Texas**

CLIENT RATING



Quality: 5.0



Schedule: 5.0



Cost: 4.5



Would Refer: 5.0



The Approach

What was the scope of their involvement?

Advertas provided us with comprehensive branding and design services to launch our company. Their work included brand guideline development, web design, and product sizing and packaging design.

Initially, we took the time to undergo a complete branding process, which included naming our company, products, and product lines. The task was to name and brand our offering correctly, ensuring we wouldn't have issues with trademarks. For example, we had originally thought of a different name for our company, but they helped us discover trademark issues in the UK. Therefore, they helped us rename ourselves as Amptricity.

We sell various products for different purposes, from residential to commercial and governmental installations. Therefore, Advertas also helped us develop pitch decks for our fundraising and product sheets to detail our different products.

What is the team composition?

I've personally interacted with Laura (CMO) and their marketing strategy team. We've also worked with their designers on developing the product sheets, as well as with another person who has helped us from a technical perspective.

How much have you invested with them?

We spent over \$50,000. Their price was very reasonable; they weren't cheap but neither expensive.



What is the status of this engagement?

We started working together around January 2021, and the engagement lasted about 6–8 months. We're currently on our largest fundraising round. Once we close it down, we will come off stealth mode and hire Advertas again as our full-service marketing agency.

The Outcome

What evidence can you share that demonstrates the impact of the engagement?

Advertas was instrumental in developing helpful product sheets and pitch decks for our fundraising. We worked closely with them to simplify our message so that everyone, from clients to investors, could understand what we sell and the power of our technology. Thanks to their help, we've raised over \$3 million in our fundraising rounds, and we're now looking at raising around \$100 million.

Moreover, the branding that Advertas developed for us was very good, and the name they helped us come up with is much better than the one we had before. We plan to become a global company, so they designed a global brand for us to have a standard brand identity across the world.



How did Advertas perform from a project management standpoint?

Advertas always stayed on budget, and they were very upfront about possible overages when requirements changed. Whenever we requested something, they informed our CMO how much it would cost. Working with them gave us a lot of value for our money.

Additionally, Advertas's project management was excellent, and their communication was superb. We never had any miscommunication issues; hence, we never had any unpleasant surprises. We used Microsoft Project to manage the project internally, and we communicated via email, phone, and Zoom.

What did you find most impressive about them?

Firstly, I really liked that Advertas' people were entrepreneurs at heart. They truly understand the struggles of different business sizes, and they have the skill set to support startups and Fortune 500 companies equally.

Secondly, I was very impressed at how technical Advertas was, considering that they're actually a marketing agency. That quality of theirs was very helpful because we're a technology company. When we brought them into the project, they already knew a lot about our technologies, which was very important for us.

Additionally, Advertas was very versatile, and their understanding of branding was excellent. They're very knowledgeable regarding corporate identity and strategic branding, and they provide a variety of services.

When we hire them again, we will assign them our lead generation and event management efforts. We hope they can help us create events around energy storage, creating city tours where we can invite people to come and see the incredible technology we have.



Are there any areas they could improve?

I can't think of anything Advertas could have improved on.

Do you have any advice for potential customers?

Be very clear about your objectives and the outcomes you expect from the partnership.

