



# THE SAGO BRAND STORY

FEBRUARY 2024

**SAGO**

# SAGO'S DNA

Putting the human voice at the center of what we do.



**Improving the Human Experience  
in Research**



**Commitment to Relentless  
Innovation**



**Changing the World Through  
our Work**

Connecting the right project with the right participant, creating better research instruments, and increasing the speed and depth of insights through faster and more powerful analytics.



# THE SAGO FRAMEWORK

We are: **Trusted experts you can rely on.**

Our solutions prioritize: **Speed, ease, and adaptability.**

In order to provide: **High-quality data, engaged respondents, and meaningful insights.**

So that you can feel: **Secure, confident, and empowered.**



# IF SAGO WERE A PERSON, WHO WOULD THEY BE?

Sago is the "parent" of your friend group - responsible, reliable, and always looking out for everyone. When you need help moving, Sago is the first person there, fully prepared and ready to stay until every box and every piece of furniture is where you want it. Sago may not be the person partying with you late at night, but they are the one you can always trust to call when everyone else has left and you need a safe ride home.

When Sago plans an outing it's not only well thought out and clearly communicated, but the wants and needs of everyone involved are considered. Sago knows which friends want posh dinners at Michelin-star restaurants, and which ones want a picnic in park - and is happy to do both. Sago doesn't ask you to be someone else, but embraces who you are.

Sago is always happy to offer their valuable advice, but they won't force it on you either. They definitely know a lot about a lot, but understand that there is still more to learn. Sago is committed to self-improvement, and works hard to be the best version of themselves every day.

Even if it's been a while since you hung out, you know when you need them Sago will be there. Sago loves seeing you succeed, and does whatever they can to support you.

# POTENTIAL CHALLENGES

## How Can We Be Both Safe *and* Innovative?

Apple does this well, highlighting things like security, durability, and privacy in its newest products and solutions.



# POTENTIAL CHALLENGES

## How Can We Be Both Reliable *and* Playful?

Volkswagen is a good example of this, and also great for us to turn to because it isn't afraid to highlight its long history.



# SAGO'S BRAND VOICE

Characteristics	Description	Do	Don't
Confident	Thanks to our long history, we're self-assured and understand what we have to offer. We know our value and have confidence in our expertise.	<ul style="list-style-type: none"> <li>Write in the active rather than passive voice.</li> <li>Share anecdotes about our success with other clients.</li> </ul>	<ul style="list-style-type: none"> <li>Put too much focus on how great we are.</li> <li>Use excessive "cans" (ie. Can help, can provide – just helps, provides)</li> </ul>
Genuine	We don't pretend to be something we're not, and we're not afraid to admit our mistakes or weaknesses. When we say we'll do something, we do it.	<ul style="list-style-type: none"> <li>Share what we've learned or how we've improved.</li> <li>Explain things clearly and directly.</li> </ul>	<ul style="list-style-type: none"> <li>Make promises we can't keep.</li> <li>Overstate what we're capable of.</li> </ul>
Friendly/Warm	We recognize the people behind everything we do, and engage with them as such. We aren't just a vendor, we're a trusted friend.	<ul style="list-style-type: none"> <li>Write in a conversational tone with casual language.</li> <li>Acknowledge life outside of MR.</li> </ul>	<ul style="list-style-type: none"> <li>Use a lot of slang or abbreviated words (ie. "Perf").</li> <li>Be overly formal</li> </ul>
Playful	We're not afraid to have a little fun or goof on ourselves a bit.	<ul style="list-style-type: none"> <li>Use wordplay.</li> <li>Find humor in everyday scenarios.</li> </ul>	<ul style="list-style-type: none"> <li>Poke fun at serious events or clients.</li> <li>Emphasize wit over substance.</li> </ul>
Supportive/Collaborative	We're not here just to sell whatever we have to offer, we truly want to understand our clients' needs, struggles, and objectives and offer the right options to see them succeed.	<ul style="list-style-type: none"> <li>Demonstrate an understanding of specific pains/challenges.</li> <li>Share specific and valuable tips, stats, or advice.</li> </ul>	<ul style="list-style-type: none"> <li>Forget to put the value to the reader first</li> <li>Be overly general or vague</li> </ul>

# EXAMPLE COPY

## Subject Lines

- Bet You Can't Say No to This
- Need Help? We've Got Your Back
- Let's Strengthen Your Insights 🦊

## Thank You Page Copy

- [Demo/Consult] Congrats, you've said "go!" We'll be racing to the finish line in no time.
- [eBook] Wow, you're about to get even smarter! Watch for that eBook in your inbox.

## Ad Copy

- Market research tools you won't throw in the junk drawer.
- Ideas not working? Don't go back to the drawing board. Come to QualBoard instead.
- What do a monkey, an octopus, and your research all have in common? They all benefit from agility. Get it with Methodify.



**SÄGO**