



ROKKOM
Brand Exploration

CAPABILITIES

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If you're viewing this deck, it's because you are our ideal client. We reached out to you because we want to surround ourselves with people who share the same values. It's likely that you are an owner who values their employees, their communities, and want to make a positive lasting impact.

So, welcome! We're glad you're here. Make yourself comfortable, grab your favorite snack, and enjoy. We're looking forward to meeting you!

A selective list of brands we've built.



our philosophy

The reason why customers are pissed off right now is because they feel swindled. Their time is not being valued. The decisions made by big business only has their own selfish gain in mind. The customer has been left behind with no options but to suck it up.

We believe there's a better way. A brand is built on the foundation of trust. We believe that a business can be more than just its goods. It can be something that people can feel proud of. There's a real opportunity right now to stand out in a sea of distrust. To be the light at the end of the tunnel. Will you take the first step?

“There is only one boss—the customer. And they can fire everybody in the company from the chairman on down, simply by spending their money somewhere else.”

—Sam Walton



our team

Unlike agencies that have fixed and rigid teams, we're a collective of creative talent. It means that for each individual project we select the talent based on the needs of the project. It ensures that every solution is a home run.

- but mighty*
- Our small team
- Jonathan L. // Creative director
 - Cathia R. // Art director
 - Graham M. // Graphic designer
 - Wendy L. // Copywriter
 - Leah H. // Trademark law





"I live full-time in a converted van that my partner and I built ourselves, embracing a life of adventure and creativity. This lifestyle is about being open to new experiences and ideas every day. Being on the road allows me to collaborate with the best creative talent, bringing fresh perspectives to each project. It has taught me to be adaptable and approach challenges with curiosity and playfulness, which helps me better serve my clients."

—Jonathan L.

look, speak, & act.

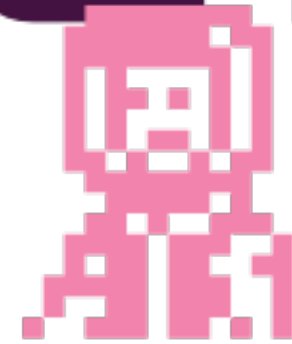
Brand is tricky to define. A brand is your customer's perception of your business. It's a culmination of their experiences with you that shapes your brand. To make things even trickier, each individual customer will define the brand based on their unique set of experiences.

We define brand by the way a business decides to look, speak, and act. While we can't control how the brand is defined, we can guide customers through the experiences we create.



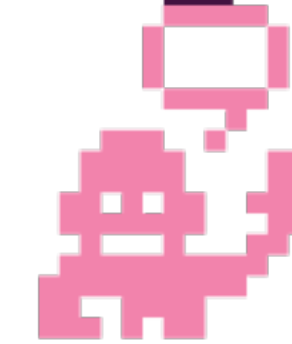
OUR SERVICES

look



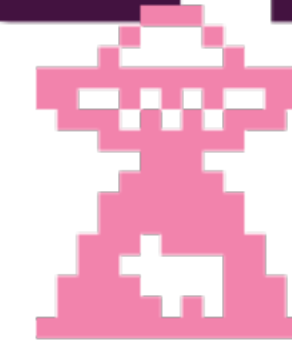
- Brand identity
- Website design + dev
- Packaging design
- Illustration
- Print/Marketing collateral
- Interior/Environmental design

speak



- Core messaging + voice
- Business naming + tagline
- Campaigns + social
- Digital advertising
- SEO

act



- Brand audit
- Brand strategy + positioning
- Customer experience
- Brand consulting





CASE STUDY 01

TINY HOMES, BIG DREAMS.



Meet Once Made

Challenge

How do you captivate potential homebuyers entrenched in the belief that homeownership is an elusive dream? How do you elevate the tiny home from a perceived compromise to a coveted lifestyle choice? If millennials view homeownership as unobtainable then the brand needs to feel welcoming and approachable.

Solution

Our strategy took into account the cost constraints of millennials and instead focused on the experience Once Made homes provide. We transformed tiny homes from a perceived compromise to a path towards an affordable, yet coveted lifestyle.

Impact

The impact of Once Made is significant, shifting the narrative to position the brand as a guide to attainable homeownership.

Services Provided

- Brand strategy + positioning
- Business naming + tagline
- Brand identity
- Website design + dev
- Campaigns + social

Research

How do you captivate potential homebuyers entrenched in the belief that homeownership is an elusive dream? By understanding their beliefs!

On average Millennial debt is about \$115,000.

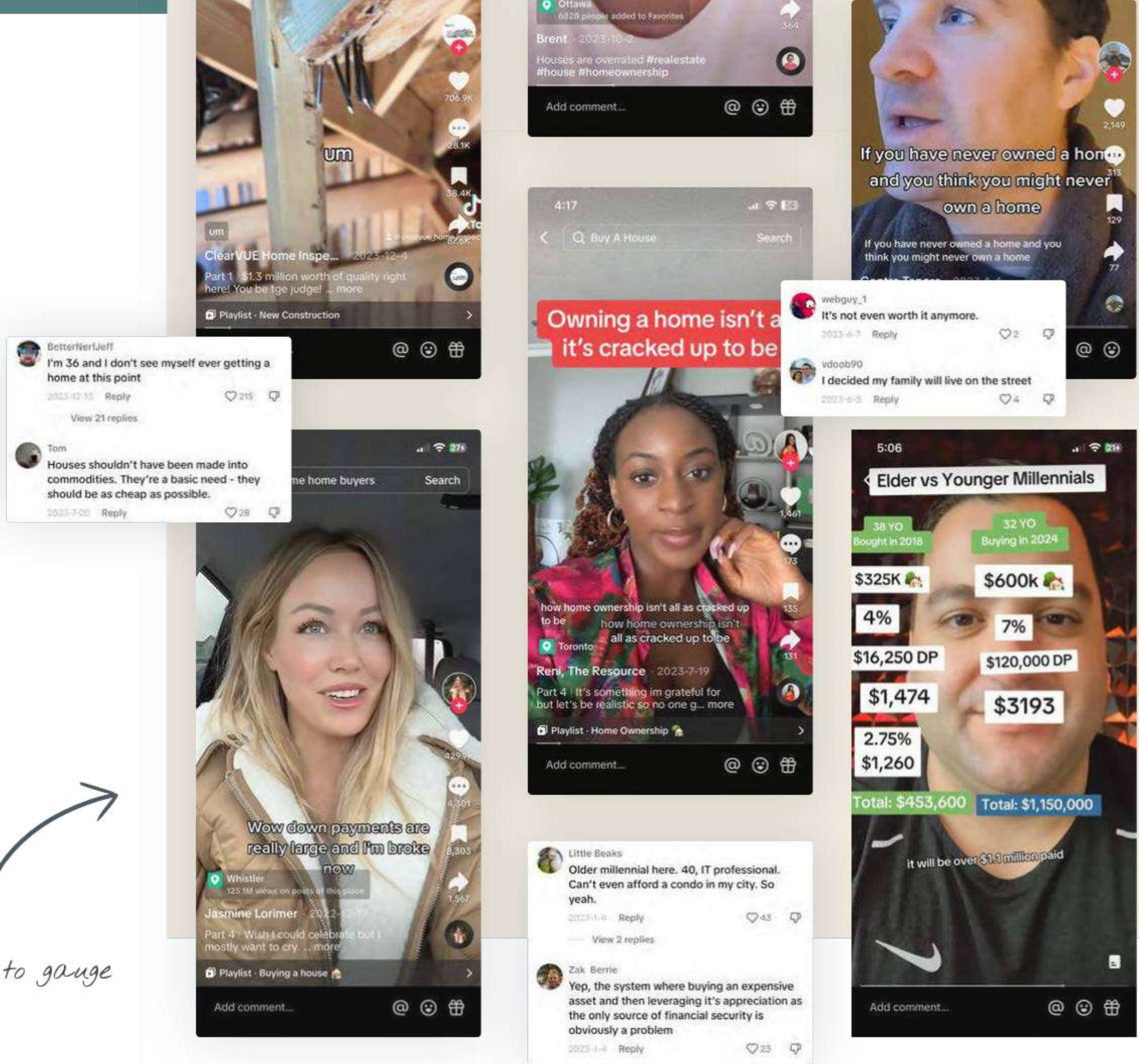
Millennial birth rate is at an all time low.

The cost of living is 3x the federal minimum wage.

Tiny homes are viewed as a compromise.

Given what millennials are facing in their lives we discovered that in order to break through we must focus on the experience a tiny home provides.

using social media to gauge customer sentiment



color palette feels warm and comfortable and creates a welcoming tone

removing parts of the backgrounds creates an engaging viewing experience.



exploring visual metaphors to communicate the value of Once Made homes.





the once made name is like the
"once upon a time..." storytelling motif.



because millennials
view homeownership as
unobtainable, the mark
feels like a welcome
home, a place where they
can find comfort.



off grid living, without
the compromise.

modern luxury
meets off-grid homestead.



there's a lot of skepticism
around tiny homes, so we
focused on virtual tours of
the homes.

once made builds custom
homes, so to make the estimate
process accessible we built a
comprehensive and user friendly
intake form.



Learn about homesteading
with our resources.

Read more articles →



01// Home details

Give us a little more information about where
your home will be built.



Do you own land?

Yes

No

Tell us a little about your land.

Lorem ipsum dolor sit, consectetur adipiscing elit, sed diam nequeummy nisl, euismod
velit. Ut molestie donec magna aliquam erat volutpat. Ut wisi enim ad iram, veniam,
quis nostrud exerci tation ullamcorper suscipit.

How many residents in total?

3

How will you use this home?

☒ Primary residence

☐ Off-grid living

☐ Guest house

☐ Office space

☐ Vacation home

☐ Other

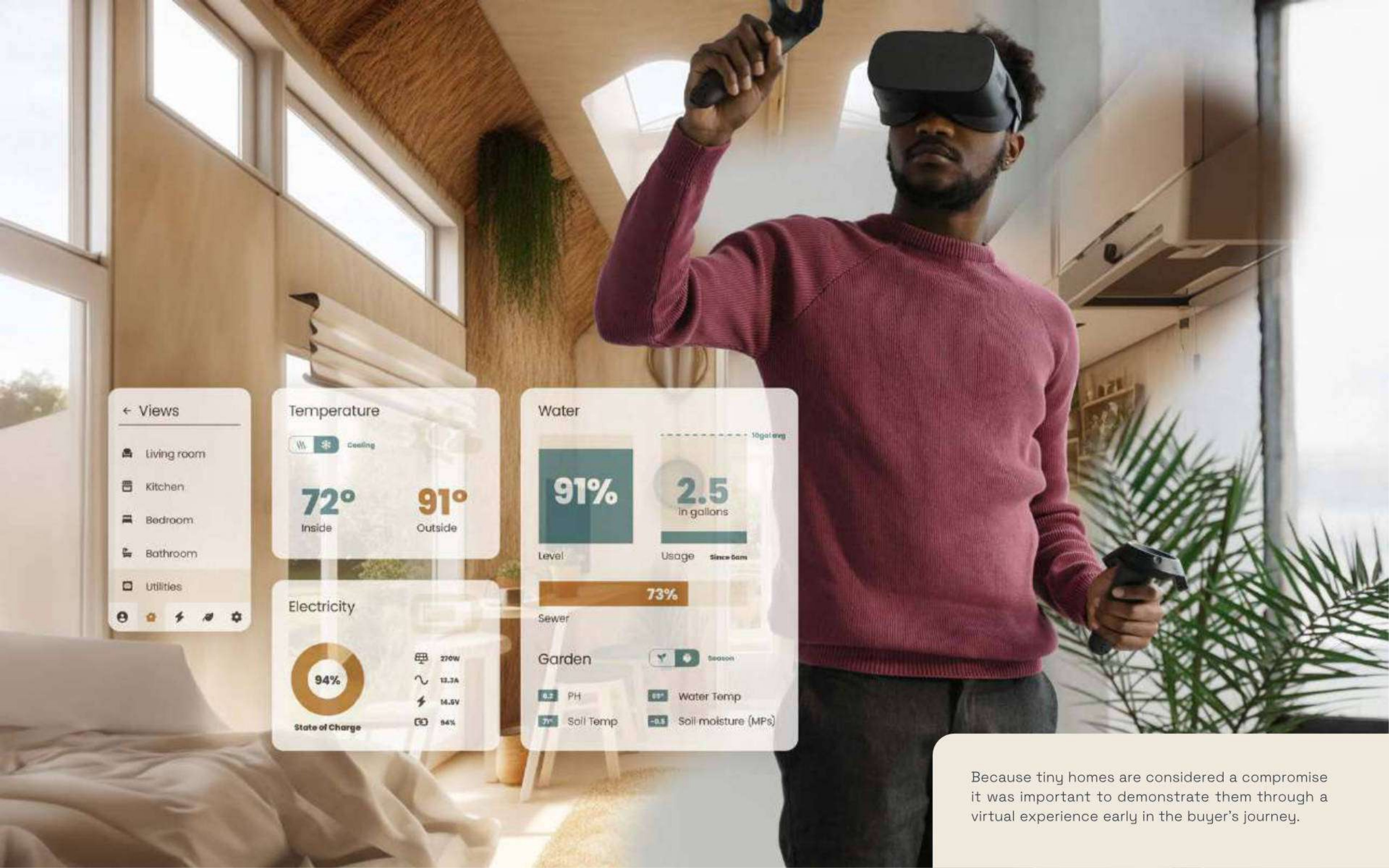
When would you like to move in?

MM/DD/YYYY

← Prev

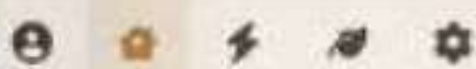
Next →

01// Contact info 02// Home details 03// Usage 04// Schedule



← Views

- 🏠 Living room
- 🍳 Kitchen
- 🛏 Bedroom
- 🚿 Bathroom
- 🔌 Utilities



Temperature



72°

Inside

91°

Outside

Electricity



State of Charge

🏠 270W
⚡ 13.7A
⚡ 14.5V
🔋 94%

Water



Level



Usage

Since 6am

73%

Sewer

Garden



Season

6.2 PH

77°

Water Temp

71° Soil Temp

-0.5

Soil moisture (MPs)

Because tiny homes are considered a compromise it was important to demonstrate them through a virtual experience early in the buyer's journey.



ACCOUNTING & ADVISORY

CASE STUDY 02

NUMBERS TO NUANCE.

Summary

Challenge

How do you build a brand that challenges customer perceptions? TenKey LLC was frustrated because they felt their brand did not match the experience they provide to customers.

Solution

In our workshops, we discovered a few key insights that allowed us to build a brand that reflected their spirited approach to business financials. We crafted the business name "Tyto Alba", and brought to life a robust brand identity system along side a user-centric website.

Impact

The result of our work with Tyto Alba (TenKey) helped them feel confident in raising their pricing and stepping into a new chapter of growth.

Services Provided

- Brand strategy + positioning
- Brand identity
- Business naming + tagline
- Website design + dev
- Campaigns + social



Research

The project started with TenKey because they had a frustration with how they were being perceived. They felt that their image did not reflect the high level of advisory and accounting they provide their clientele.

Through workshops we had a few key insights:

The business accounting industry is aging out.

Accounting is often perceived as a chore.

Current customers expressed feeling more confident after meeting with tenkey.

With these key insights it was clear that in order to stand out in the market the brand needed to bring in a playful, boutique tone.

renaming to tyto alba created a memorable and unique name that has a playful sound.



old



ACCOUNTING & ADVISORY



new



customer interviews helped to understand that there is fear and discomfort surrounding finances.

customers also said they felt more confident after meeting with tenKey.

we needed the visual language to feel upbeat and vibrant.

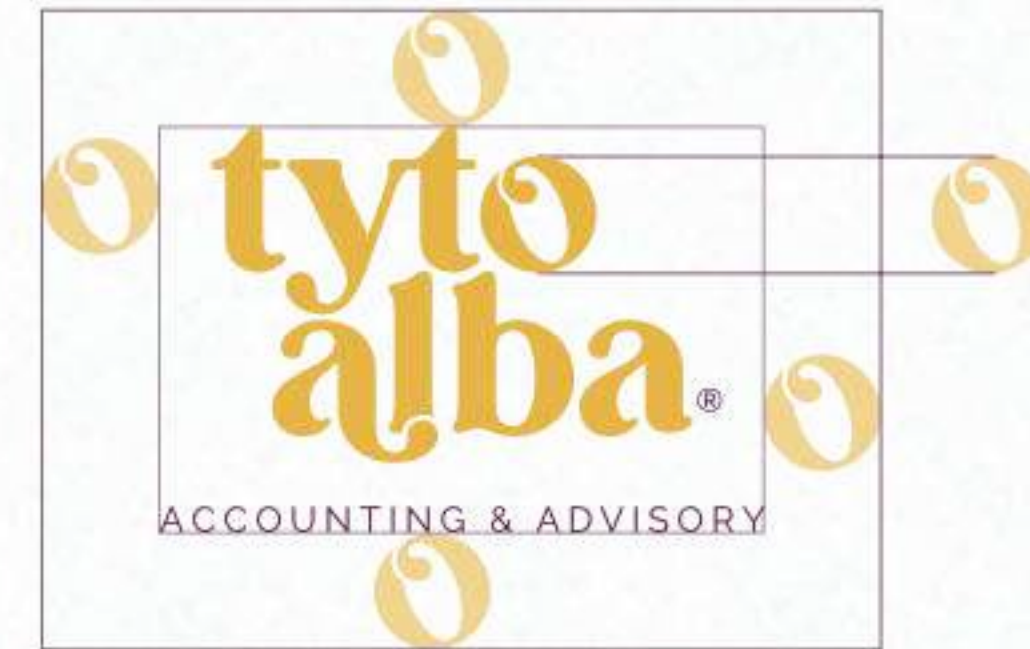
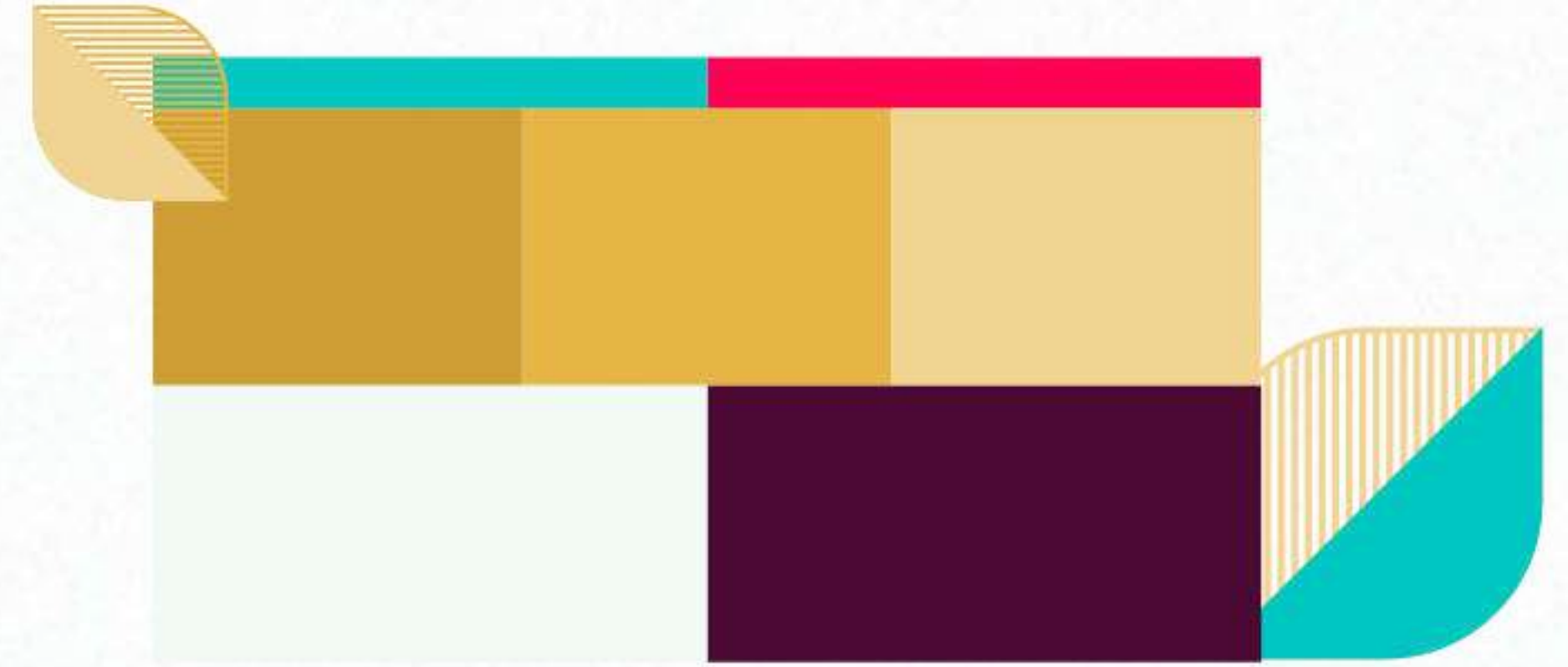
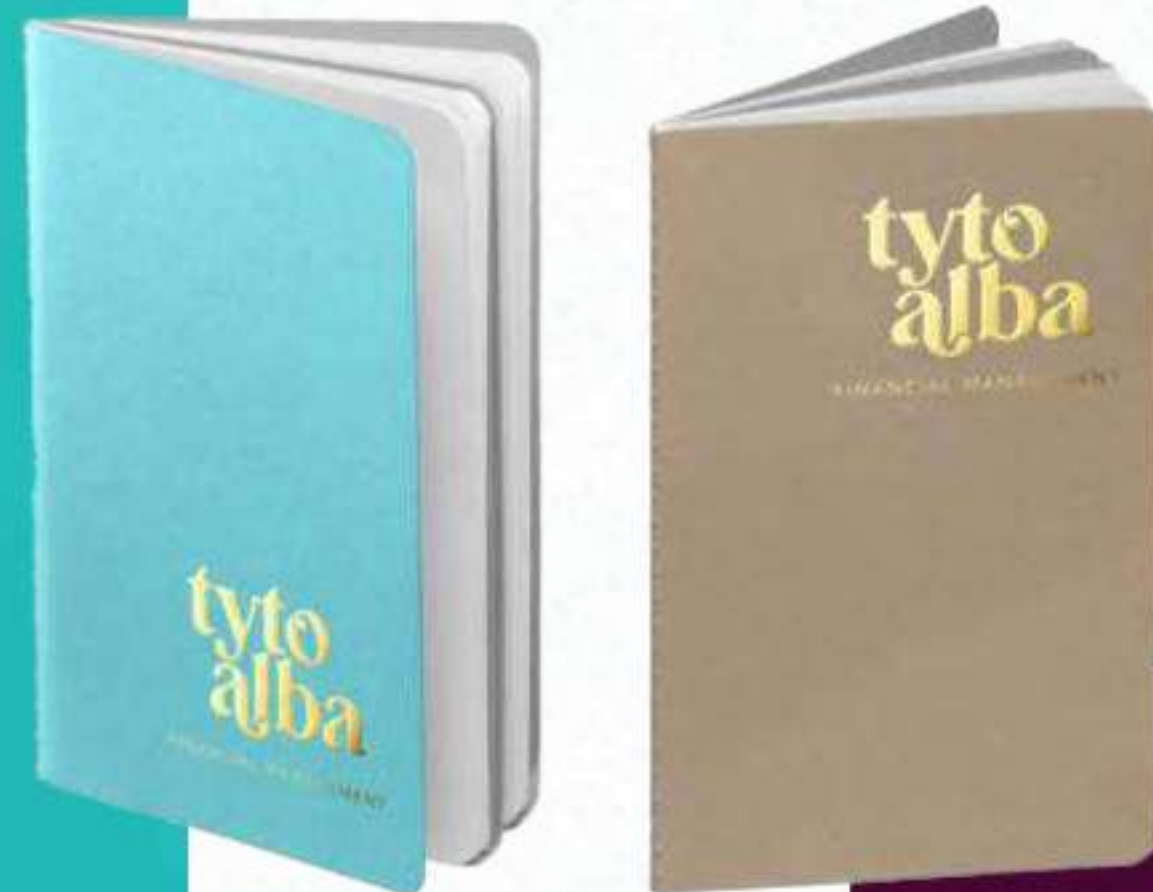
the name tyto alba is the scientific name for barn owl and sounds like a spoken magic spell.

Athens coins had a barn owl, and were inspiration for our color palette.



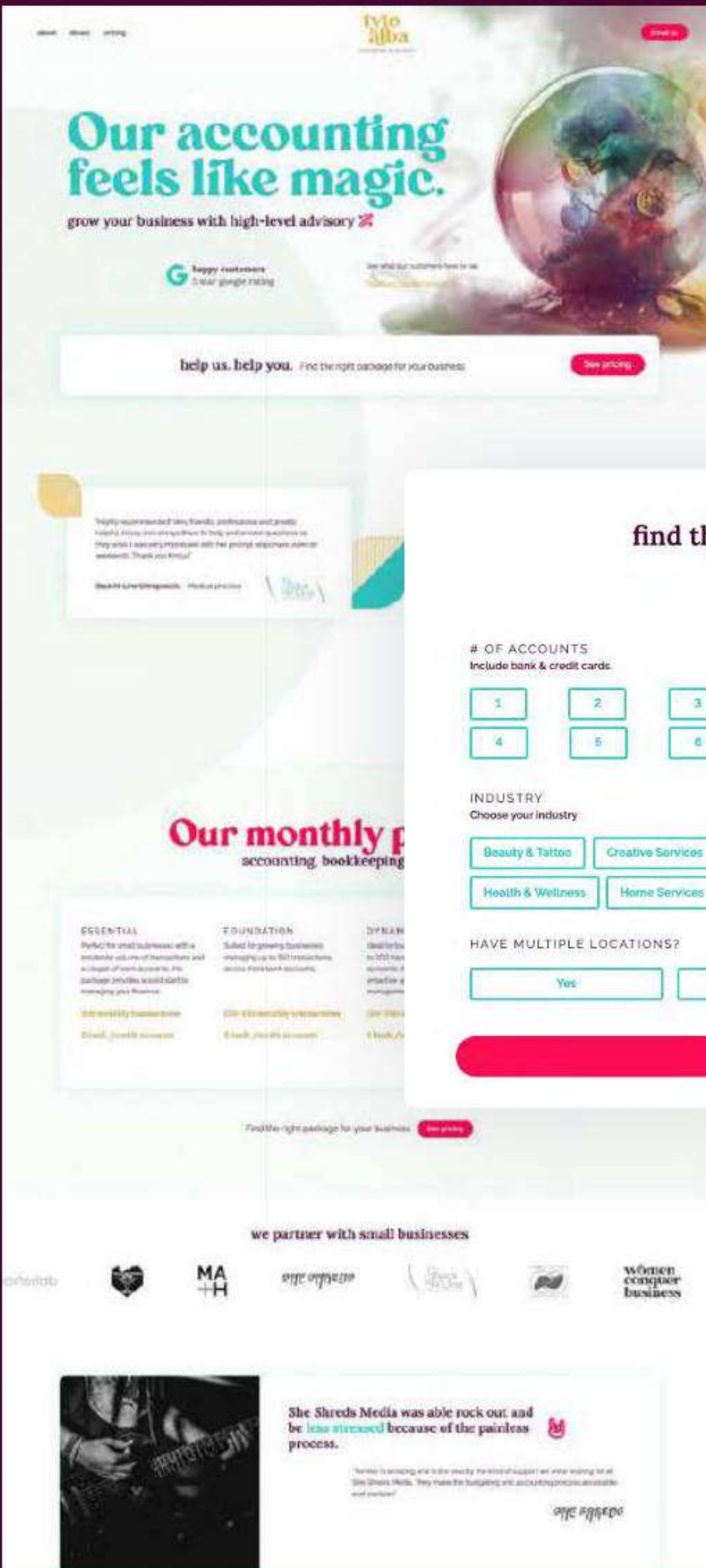


we crafted a brand launch package to further establish tyto alba as a boutique experience.



to lighten the mood surrounding customer fear, we crafted a playful slogan that turns their uncertainty into a positive.

you call it magic.
we call it math.®



a dynamic form guides website visitors to the pricing packages that best fit their needs furthering the boutique experience.

find the right package for your business

Fill out the form below to see your pricing.

OF ACCOUNTS
Include bank & credit cards:

1

2

3

4

5

6

OF MONTHLY TRANSACTIONS
Across all accounts:

150

> 100

250+

INDUSTRY:
Choose your industry:

Beauty & Tattoos

Creative Services

Engineering & Manufacturing

Financial Services

Food & Beverage

Health & Wellness

Home Services

Media & Entertainment

Professional Services

Real Estate

Retail

Technology

HAVE MULTIPLE LOCATIONS?

Yes

No

☐ SEND ME A PRICING PDF

Submit to see pricing





"Before working with ROKKOM, we were frustrated with how our brand was perceived—it didn't reflect the depth and personality of our services. ROKKOM's strategic and creative approach changed everything. They took the time to understand our vision and crafted a new identity for Tyto Alba that perfectly captures who we are. Our new brand is a true reflection of our expertise and unique spirit, and the positive response from our clients has been incredible. We finally feel that our brand represents us accurately and powerfully. With this newfound confidence, we have been able to raise our prices to better match the premium value we provide. Thank you, ROKKOM, for bringing our vision to life."

Krissy Justice, Owner



CASE STUDY 03

A VOYAGE TO BRAND CLARITY.



Summary

Challenge

How do you convert attention into paying customers? Geoff, the founder of Second Wind Coaching, came to us to support him in his launch of his new business.

Solution

With no clientele and a new business our goal was to help Geoff attract his ideal client and convert them into paying customers. To do this we first worked to understand his ideal markets to craft a brand identity that captures attention, and then build a website focused on converting that attention into paying customers.

Impact

After the launch of the brand, feedback from new clients was overwhelmingly positive. Within the first few months of the launch of the website, Geoff began to get his first scheduled appointments.

Services Provided

- Brand Strategy + positioning
- Messaging + voice
- Brand identity
- Website design + dev
- Campaigns + social



Research

Our work together started because Geoff was launching his business from scratch. We needed to create an alignment between his business and ideal customers. One key insight we gleaned in discovery was that ideal customers are those who seek self improvement. With this in mind we sought markets that may not provide the same service but do serve a similar purpose:

World travel provides a broadened perspective.

Fitness brands display movement and energy.

Futurism focuses on creating something new, similar to entrepreneurs.

Because we were targeting entrepreneurs and executives, we learned the brand needed to feel approachable yet sophisticated. Pulling inspiration from these markets laid the foundation for our brand approach.

*people who seek
change also value*

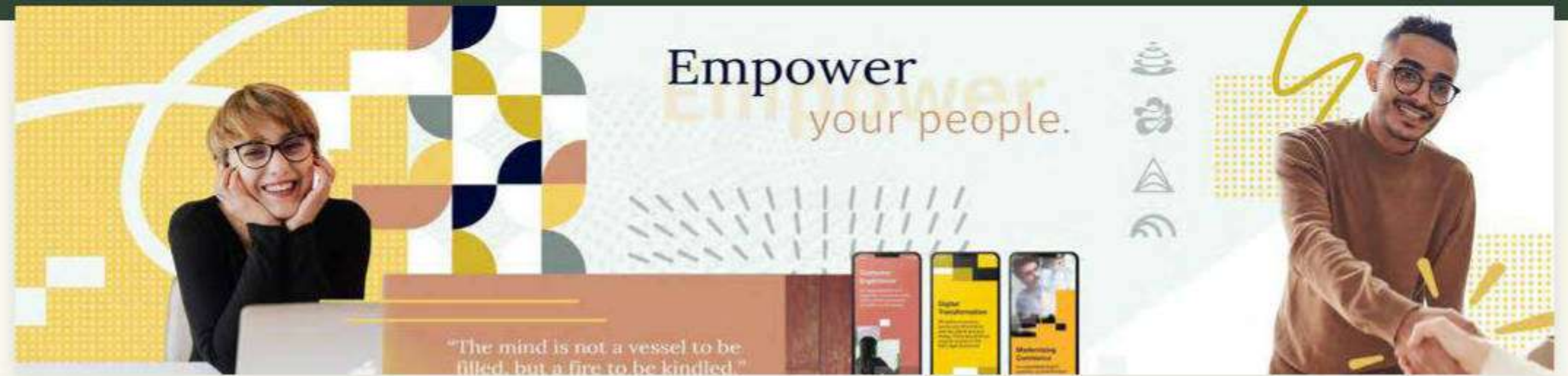


stylescapes allow us to explore what the brand looks like before sinking hours into a design to find it doesn't work.

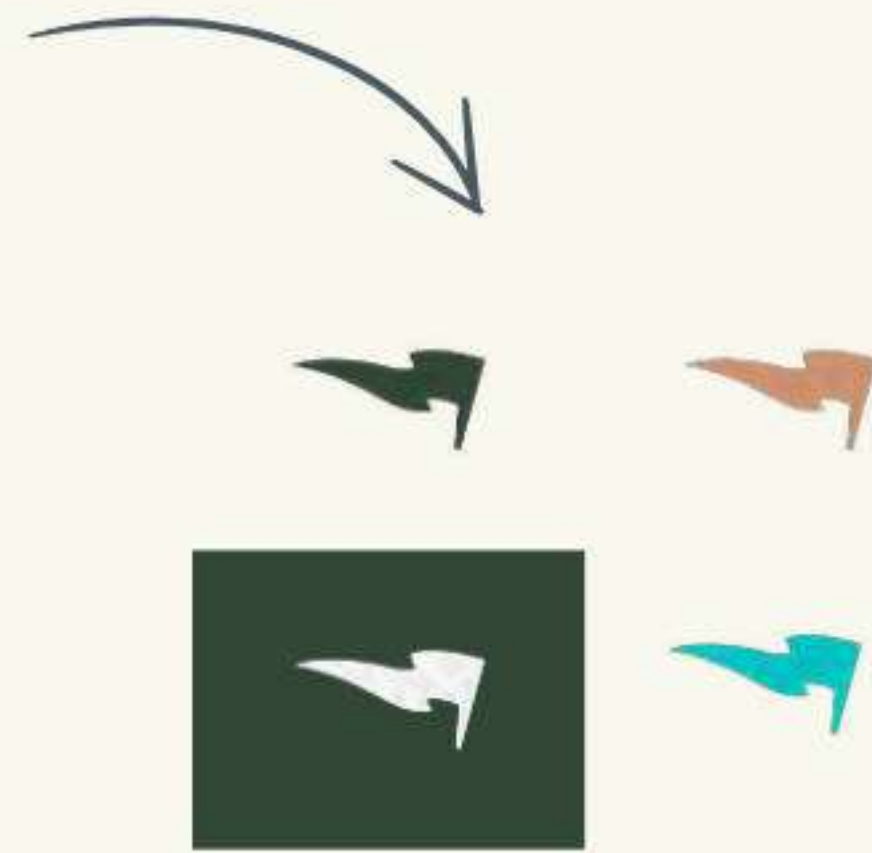
Geoff didn't feel confident in such a playful and vibrant approach.

From there we explored Geoff's boundaries until he was confident in moving forward

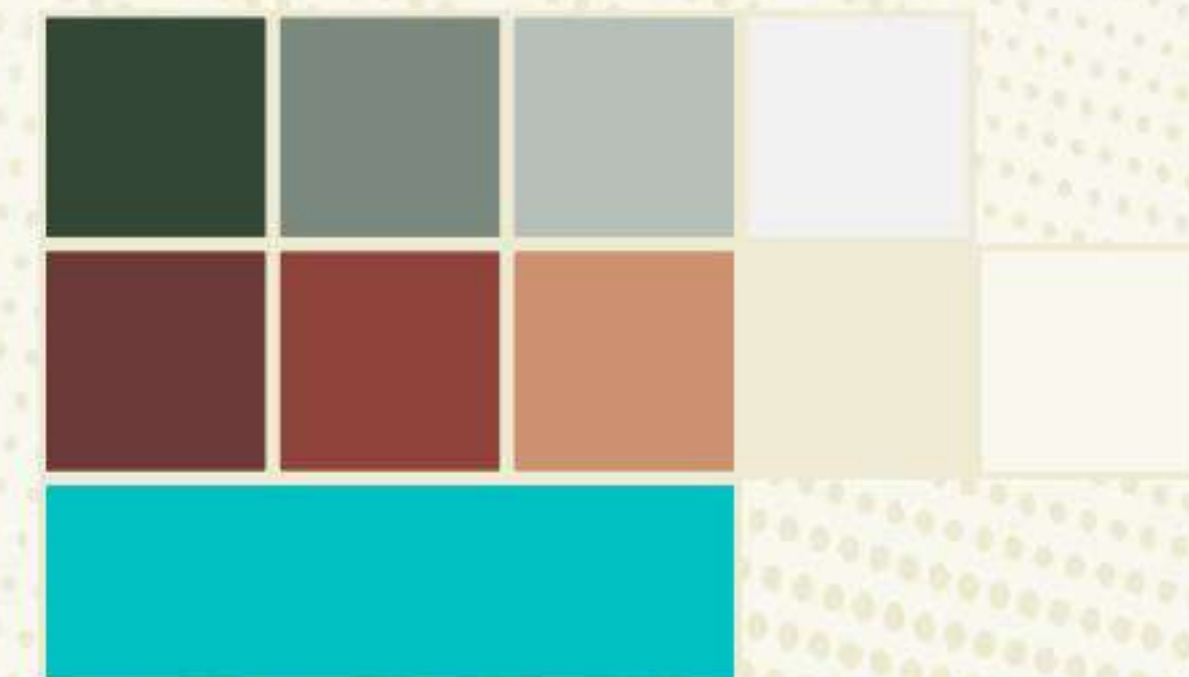
often the clients who seek transformation are guided by a life purpose so we crafted the phrase "move what matters into action".



we chose the flag because
like flag bearers, second
wind coaching represents
the path forward.



because change and transformation are the
results of coaching, we focused on capturing
the essence of that momentum.

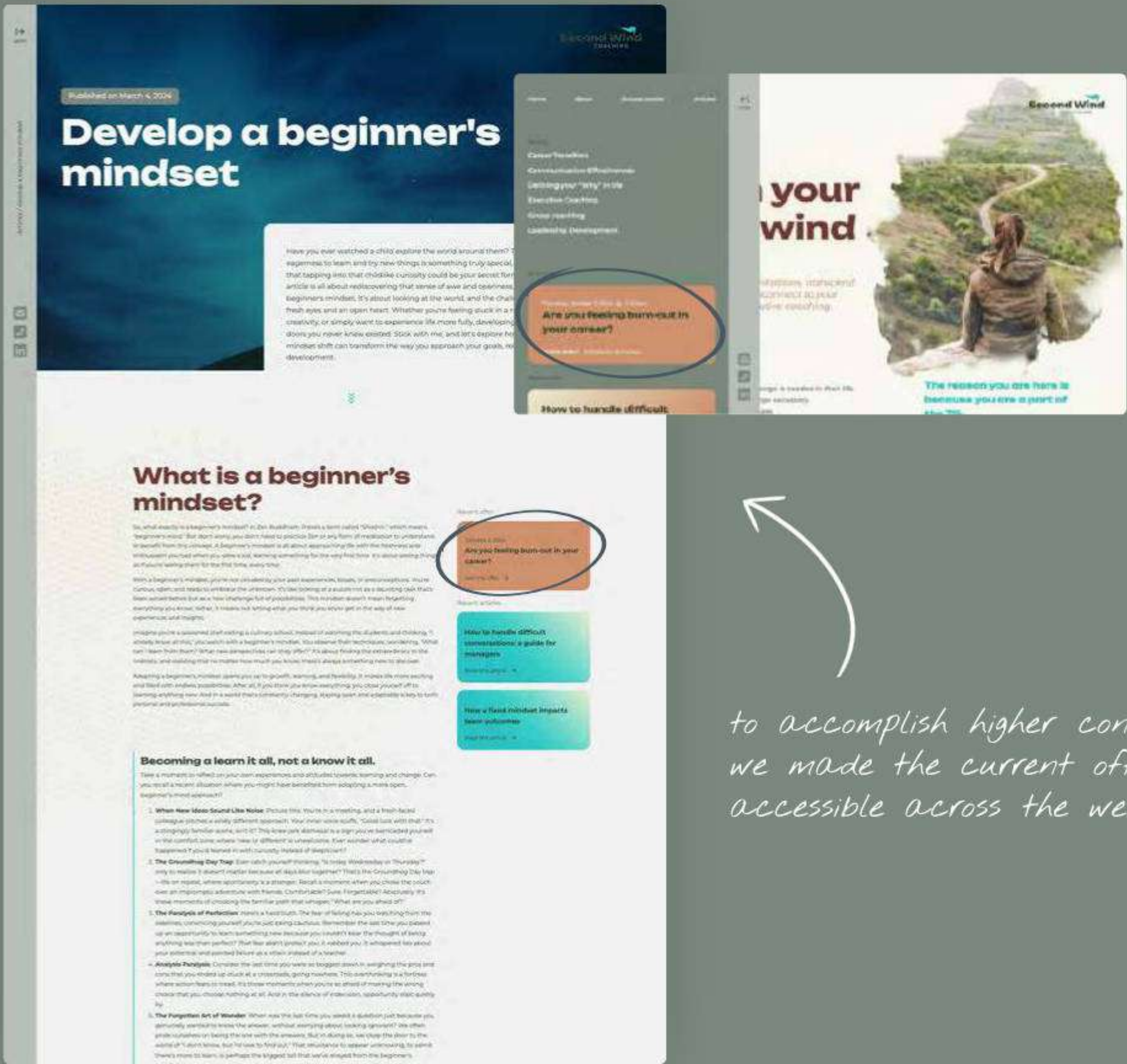




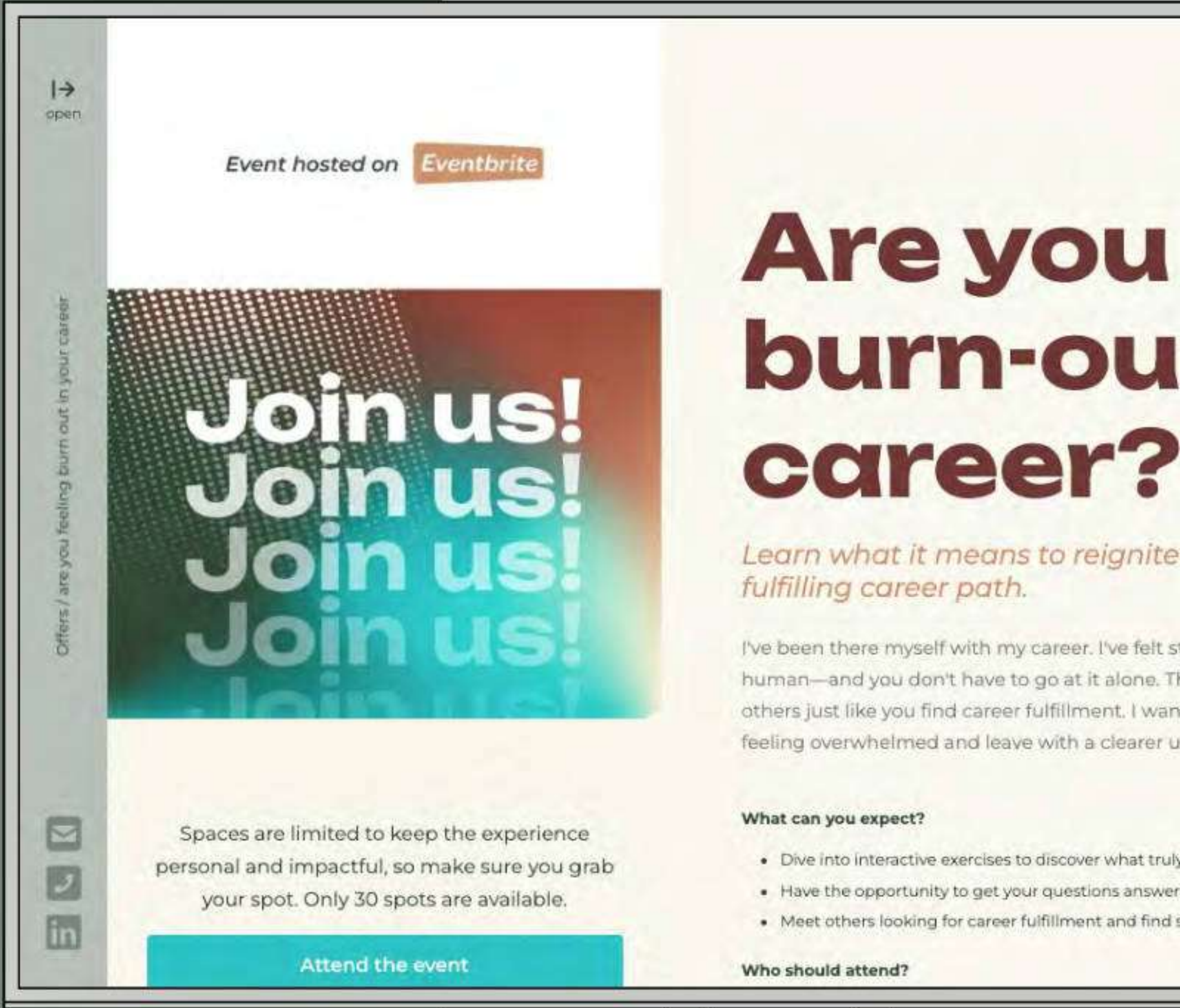
brand guides are standard with our identity projects and outline how a brand should be used.



the goal of the website is to increase conversions.



to accomplish higher conversions
we made the current offers easily
accessible across the website.



over the course of a year conversions
increased by 2% to a total of 3.5% in
scheduled meetings.



"Working with ROKKOM was a fantastic experience. When I approached them I was launching a completely new business and needed their support. They really took the time to understand my vision for Second Wind Coaching and helped me create a brand and website that truly connects with my audience. Since launching, I've received amazing feedback from clients and started booking appointments right away. Their expertise and support made all the difference, and I'm really excited about where things are headed!"

Geoff Helzer, Owner

WE DON'T SEE YOU FOR WHERE YOU ARE.

We see you for where you're going.

[schedule a meeting](#)



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