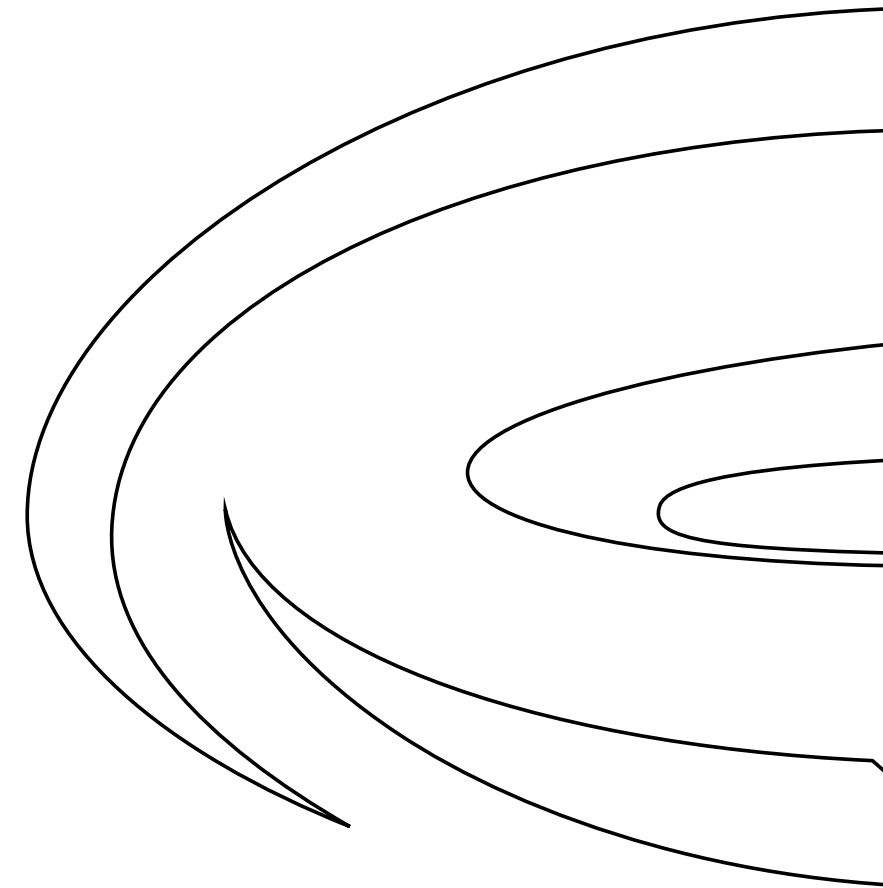


**Deep River Partners  
Creative Platform  
March 2021**

Catral Doyle creative co



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## **Deep River Partners**

The following creative platform will serve as a basis for understanding your communication AS IS, your competition, who your ideal audience is, and how to optimize your communications as you retool your web presence and marketing strategy.

Based on the information gathered, we present here our creative recommendations and strategy to achieve your communication objectives.

## **Deep River Partners are**

**“Residential Architects & Interior Designers creating environments that encourage people to flourish”**

**Deep River Partners, Ltd., uses the tools of imagination and creativity to provide solutions for our clients. Our unique gifts enable us to enhance our clients’ lifestyles with expertise in needs assessment, residential architecture, interior design, and construction administration.**

### **Client perceptions of Deep River Partners:**

- DRP clients describe DRP as creative, comprehensive, professional, providing unique design solutions.
- DRP provides a full service experience with Architecture and Interior Design services. This is valued as a high-end service.
- Through your detailed discovery process, DRP listens and translates your client's vision for their projects, while also elevating the project by providing inspired ideas that take the clients vision to the next level. This is a highly desired capability.

### **Why Did You Choose DRP?**

- Initial meetings with DRP revealed that the DRP team is interested in providing exceptional and unique design solutions. This provided a contrast to competitors who were seen as simply making a list of updates to be done.
- Clients interviewed are wealthy and are willing to spend money on inspired ideas and unique solutions. DRP gives the impression of providing a higher level of architectural and interior design services both in the professional photography on your website and in your meetings with clients.
- DRP through its extensive discovery process is able to provide a thorough, thoughtful and detailed project which allows clients not to worry or be bothered with endless questions. This makes the process of working with DRP to build a home fun and allows clients to focus on the look and feel they want.

“DRP had more ideas and vision for my space beyond what we had in mind. They brought more to the table and were more collaborative with ideas, suggestions and vision for the project.”

### **How did you find Deep River Partners?**

- All of the clients we spoke with began their exploration for design partners by asking for referrals from others including commercial architects.
- One client reviewed MKE Design awards and interviewed a competitor but felt DRP was better positioned to provide a full service experience.

**Which Keywords Would You Use To Find A Design Partner?**

High-end or best interior design

Best architecture

High design

Residential architecture

Cool lake houses

Interesting downtown projects



## **What Were Your Most Significant Concerns In Choosing A Partner?**

“The fear is that we have an idea of what we want and we wonder if it will turn out the way we want. We had definite ideas and you can be pushed around. Our biggest fear was that after all the effort, we would look around and we would not have gotten what we wanted.”

“Cost is always a factor, people do pay attention to cost.”

“Cost is always a question in any project, it’s such an unknown so understanding the cost was the most important thing, I like to hear about costs right away, upfront.”

### **What would you look for on a design partners website?**

“We looked at the gallery on their site and saw that they have quality photos. The process is there on their site, but it would be interesting to show the process in 3D somehow or show and bring us through the journey in an interesting way. Maybe show drawings, talk about the interviews, about how you like to live and how you like to spend your time. Show a sense of practicality.”

“Beauty, if you don’t have a beautiful website, it starts there. It has to have approachable elegance. I don’t want a website so cool that I can’t figure it out, don’t try to be cool. Don’t make it difficult to find my way around. Let me move around in a simple, elegant way. Maybe show a sketch turn from ideation to realization. Find an interesting way to show the process.”

“Multi-dimensional, we were looking for complex environments. Being able to search multiple ways. I think the best websites anticipate what a person might want to look for, like if I want lake homes, Tudor style, or downtown condos and they would be cross referencing one another. As a user, the pulldown menus help but to me that’s not a sexy as being able to get to things with cross reference, I want to be able to search for what I want.”

### **What would you look for on a design partners website?**

“I would look for the organization’s principals, credentials, years of experience, the type of work they do, and that they are residential architects. I would also look for some examples of their work pictorially.”

“Definitely photos of existing projects, and I like to read feedback from clients. One thing I thought was very helpful was their explanation of the process. Just to understand the scope of what they do better, it’s not something you do many times, so understanding what they do and how they do it helps.”

“Quality projects and function, showing the flow of the rooms is important.”

### **What matters most to you in a design partner?**

“1st and foremost reputation and experience, length of time in business.”

“Innovation and then reliability.”

“The people, what I mean by people, is their expertise; it’s great to have awesome people to work with, but for me, it’s about their expertise and what they can execute. I would rather work with difficult people to get the end result I want if I have to.”

“Experience, detail and design, and the capturing of what it is you are trying to accomplish as the owner of the home. Whether it will be a place for your family, they work to design the space for the way you will live in it. They are taking your thoughts and articulating what you want so that in the end, the design brings that to reality, and they were able to do that in both cases for us.”

“The biggest thing is someone who will listen and develop what you want and somehow translate your vision. Having the confidence that someone will be able to draw that out and do it for your budget with the right creativity and process is part of that. My guess is that when someone comes to an architect like Deep River, they have something in their mind but how do you transform what you have loosely in your mind, but set in your mind, in the way you want it come out, you have to have the right talent and people to make that come together.”

### **What does DRP do best as a firm or as a team?**

“I’m going to repeat the connection to the client, paying attention to what it is that the client is wanting to accomplish. Some designers build a style of home per your request, but the differentiator is that they take it beyond and find out how you want to live in that space and how it affects your family and how you will use that space, the traffic flow, all the details. You want this to be what your dreams are, and your home is your sanctuary.”

“Their vision of what can be, so far exceeded what I thought possible is their talent and expertise. We have a three-bedroom condo, and I didn’t see any need to change anything about the flow of the space; when I first started working with Nick and Natalie, they gave me ideas on how the space could work, and the space was awkward. I thought it is what it is, and then the result just blew me away. It doesn’t feel like the same space, and they were able to re-configure the space, and I would never have thought to ask for it, and it is 100 times better. The vision of seeing what is possible is why I hired them to do the project. I wanted that type of vision, artistry, and expertise.”

### **What does DRP do best as a firm or as a team?**

“Innovation, the way the rooms flow and the way all of the surfaces are well thought out.”

“They execute in a very innovative and creative way. You have to have both; beautiful houses are great, but they are great at executing, they put it all together. They did everything, a one-stop-shop for us, fabrics, logistics and interiors. Everything was seamless; there was no clumsy hand-off. They are very good at interiors. We didn’t have to go to 5 different companies or play referee.”

“I think their creativity in general, their ability to take what you present to them and what you want to have done, and they see and have the ability to tell you what could make it better.”

### **Was there anything that surprised you?**

“I don’t think so. You have to have a firm expectation for creativity, time-frame and budget. One of the beautiful things with Deep River is anything can be done. It also has to be within the budget. Another pleasant surprise is when something comes up, it gets fixed, and they address issues creatively. They offer options to consider.”

“The beauty of working with DRP is they give you a lot of possibilities so you can pick and choose.”

“The interior design team went above and beyond for us. When we walked in the first time, the whole place was finished. Natalie was willing to do everything, down to getting towels for the bathroom, and every shelf is styled and finished. If you build a house with a builder, you are trying to finish it from the day they turn it over to us, and with DPR, it is finished, beautiful and camera ready. It was like being on an HGTV episode, and it was really fun.

### **Did you consider other options in your search for a partner?**

“Storyhill Renovations has a nice website, and they are nice people. I just got a better feeling from Deep River. MKE design/build was another that we looked at. I found them through an MKE magazine award. It’s a smaller firm, and they probably would not have been as comprehensive and full service as Deep River.”

“Yes, we asked around a lot, we started with a commercial architect, Greg Uhen, and he told us to call Dick.”

### **Can you compare your experience with Deep River?**

“They take care of the details, and the details are so important because you live with those details every day. If something doesn’t work well, you are reminded of it every day.”

“The fit, the finish, the functionality, and the flow and designing with the furniture in mind are also critical to me in how the space flows. Those details thought through is the benefit of being thorough, and then change orders are much less likely because you addressed so many details upfront.”



**Can you compare your experience with Deep River?**

“My house turned out beautifully in Florida, but if I had the same issues in Florida, it takes me months to get things done. The speed of Deep Rivers’ execution is impressive, and they were able to coordinate with the contractor.”

“Many years ago, we worked with a design-build firm that did an addition to our home, and comparing the experiences we had with them, DRP was much more professional, and the quality of their work was better.”

### **Is there anything Deep River can do to improve thier process?**

“Yes, having a better handle on fixing a price.”

“I’m sure every client is different, and we have financial resources. It would be good during the ideation process to have an idea of costs. Maybe somewhere along the line, early on, maybe having an idea of high costs for ideas. If having an elevator in the barn is going to be very expensive, knowing that early on would be good. We don’t want to squelch the creativity, but I think that could be improved a little. You hate to give up things that you fell in love with. One of the things they are really, really, really good at is the interview; they spent a lot of time up-front to get to know us, and they are so good at it that we trusted in the process. The process is fun because we figured out the details in advance. They are a really great firm and they are really great people.”

“The weakest link we have seen is the turnover in their interior design people. The end product was good, but it was not a seamless process.”

### **Is there anything Deep River can do to improve their process?**

“We definitely ended up over budget because they had so many great ideas. Once we really got into it, we saw all the possibilities, and I absolutely wanted those ideas and recommendations. It isn’t a bad thing, but we spent more than we thought we would, but I wouldn’t change it, it was a fantastic experience, and we can’t say enough about the end result.”

## **Vendor Conversations revealed:**

### **When you think of DRP what comes to mind?**

“Very high-end people will get the home of their dreams.”

“The perception of Deep River is that thier work is innovative and well thought out. They are articulate in their plans and they have a good sense of what is going on from go. It is easy to estimate their work.”

“Comparing them with others, they are brilliant with their approach and plan details. No one else does it to the same level as DRP and what they will do to get the details correct.”

“DRP’s innovation and creativity is unique to the individual.”

“DRP will design something that is incredible and very well thought out.”

“I appreciate that the DRP team is open to considering ideas on constrcution and innovation, always with the goal of getting the highest quality result possible for the budget.”

# Deep River

Categories

Research Results

**Audience**

Home Owners & Referral Partners. DRP enjoys high quality referrals from architectural firms and happy clients.

**Attributes**

DRP has an excellent reputation, which clients attribute to your creativity, expertise, quality, great customer service and the discovery process used to translate your client's vision into unique, high-quality living spaces that exceed expectations.

**Personality**

Great people that are relationship oriented, creative, experienced, and professional.

**Benefits**

DRP is a trusted partner delivering high quality projects. DRP listens and communicates, solving challenges with creative solutions while putting the customers vision and needs at the core of their efforts and business.

**Challenges**

DRP faces challenges in growing more opportunities outside of Southeastern Wisconsin. Communicating to prospective clients how your discovery process provides a superior experience and final project. DRP can improve the perception of high cost by providing ball park costs earlier in the process.

**Competition**

The first opportunity to work with new clients is critical to long-term growth. Loyalty to DRP after completion of projects is solid, based on delivery and proven performance. Competition is mostly relevant when working to win new business.

## Overall Web Presence Recommendations

### CDC Recommends...

Creating a comprehensive project filtering tool.

Communicate your status as experts in high-end residential architecture and interior design.

Communicating the geographic areas you have worked in and want to work in.

Communicate that your pathway process creates a superior outcome with an engaging video.

Communicate the collaborative nature of your process working with clients.

Show images of floor plans and other tools that demonstrate how your interior spaces flow to accommodate your clients' lifestyles.

Integrate client testimonials throughout your site.

## Overall Marketing Recommendations

### CDC Recommends...

Your reputation is an asset, create videos that highlight projects and integrate satisfied client voice-overs.

Integrate people or pets into your project photos and videos to demonstrate how your homes accommodate client lifestyles.

Strengthen relationships with architects and other partners where leads have been generated.

Consider using LinkedIn as a marketing tool for your C-Suite target.

Consider sending completed project emails that drive back to your website.

## **Deep River Partners Key Messages**

### **Deep River Partners is:**

- An architectural and Interior design firm known and appreciated for delivering unique design solutions for the finest homes.
- A team of design professionals that are relentless in the pursuit of designing truly exceptional homes.
- A gifted team of architects and designers that design homes to perfectly reflect and accommodate the lifestyle of their clients.
- A team of passionate architects and interior designers who are experts in high-end residential architecture and interior design.



## Deep River Partner's Position in the Marketplace

**Successful positioning will effectively communicate:**

- What you do
- The strength/benefit of your services
- What differentiates you from your competitors
- Why clients should collaborate with Deep River on every project

## **Deep River Partners are**

**Residential Architects & Interior Designers who are passionate about creating extraordinary homes and environments designed to reflect the unique vision and lifestyle of each of our clients.**

**The Deep River Pathway begins with our lifestyle review which inspires our client centered design process. From discovery and design, through our expert construction oversight, Deep River Partners ensure the completion of the highest quality homes of personal distinction for each of our clients.**