

Veteran Owned Small Business Implements Lean Culture to Manage Growth



Ocean Aero



www.oceanaero.com

Based in San Diego, CA, Ocean Aero is an award-winning builder of environmentally-powered, autonomous, underwater and surface vehicles (AUSVs). The company has developed the first hybrid, wind and solar-powered surface and subsurface vehicles designed for extended ocean observation and data collection. Ocean Aero's technology can be customized to fit the need of defined missions, ranging from intelligence, surveillance, and reconnaissance to marine mammal tracking, to Met-Ocean data gathering to persistent situational awareness.

Sales

Developed a comprehensive plan for improving its brand

Jobs

20
Jobs Retained

Investment

\$50K
Saved Investment

Challenges Demand for the company's technology has created a need to focus on brand management and crafting new product launch messaging to fit the brand approach. Brand positioning will work to use key emotions surrounding discovery and exploration and the unique performance attributes – and appearance – of Ocean Aero's AUSV technology. To accomplish this, Ocean Aero needed assistance in updating its website design, photography, video and key brand messages to clearly differentiate and position its unique technology among a range of USV, ASV, AUV and ROV competitors and alternative service offerings.

Solution CMTC began the project with Ocean Aero in October, 2017 to discuss the identification of opportunities through continued product innovation and development of marketing tools to foster growth. The project included:

- Development of brand positioning, company mission statement, and unique selling proposition
- Created strategic content marketing materials for consistent use throughout all marketing and PR channels
- Developed web design, sales collateral, and mobile optimization
 - Support the creative direction and development of copywriting, design, production and implementation of marketing tools, which included photography, video, web development, Google analytics, and SEO program.

Impact

- 20 retained jobs
- Cost savings of \$50,000