



THE
CORE
IDENTITY
SYSTEM™

The exclusive guide to **DESIGN, DEFINE, & DEPLOY** your unique brand narrative that your audience remembers and shares.

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www.JetpackMedia.com



INTRODUCTION

You've built something that provides real value. People want it. People need it. But effectively reaching those people still feels like you're playing a game without knowing the rules. After years of doing this for a living, we have found that the issue almost always comes down to the same three problems, each of which has an irritating habit of surfacing just as you think you've solved one of the others, like you're playing business whack-a-mole:

1. You don't have a clearly defined Brand Core Identity.

Most founders think this question was settled somewhere between approving the logo and polishing the mission statement that now lives in a slide deck nobody has opened since the pitch. But ask five people on the team why a customer should choose your brand, and you will probably get five different answers. Each answer may be defensible on its own, but together they sound like five different companies sharing office space. When a brand has not been defined clearly enough for the team and its customers to describe it the same way, people struggle to find it, understand it, and recognize why it is the solution to their problem or need.

2. You can't communicate your brand effectively.

Assuming you've done the work and reached a clear understanding of the brand, expressing that identity well requires a rare combination of skills, including brand strategy, pro video production, graphic design, copywriting, and social media platform fluency, to name a few. You can bootstrap the process, and plenty of people try, but it consumes an enormous amount of time. Unless you happen to moonlight as an award-winning filmmaker, marketing expert, and brand strategy consultant, the finished work often reveals how hard everyone worked more clearly than it reveals why the audience should care.

3. Views and engagement are inconsistent.

This is the problem that catches people off guard. Even brands that establish a clear identity and create consistent content can stall here because reach and engagement require different solutions. Distribution determines whether people see you, but once they do, impact determines whether they care. Most brands solve one side of that equation and quietly hope the other side will follow, which is simply not how an audience behaves. You need to execute both effectively.

Only 41% of employees strongly agree they know what their company stands for and what makes it different from competitors.

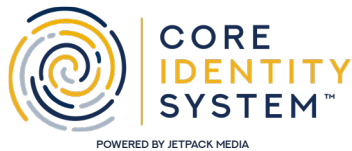
Gallup Business Journal, Your Employees Don't "Get" Your Brand

Nearly half of all customers say they can't tell the difference between most brands' digital experiences.

Gartner press release, May 2021

Only 5% of brands are considered meaningfully distinctive by the customers who buy from them.

Lippincott.com, Brand Aperture study



THE MARKETING MYTH

The myth goes like this: record something, post often, stay honest, and eventually the right people will find you while the brand somehow grows in the background.

What the myth conveniently skips is that the people it works for usually spend years getting there, enduring false starts, rebrands, and posts that are more cringey than impactful. All of that time is quietly priced into the promise and politely omitted from the myth. Bootstrapping individual creators can afford that runway, while growing brands generally cannot afford to spend years experimenting as a competitor with a clearer brand narrative circles the track.

The myth is a lovely story, and true for the rare few who can afford to fail publicly for years. For everyone else, it's an expensive way to address a problem you could have solved with the right strategy and partners.

The founders who eventually succeed by trial and error aren't succeeding because they failed enough times. They succeed the moment they finally figure out what they have to say.

But once you find your voice, you've only solved the first problem. You also need enough touchpoints to drive engagement. Marketers have understood this for decades, widely known as the *Rule of Seven* — the old idea that a buyer needs about seven brushes with your message before acting. But the world got louder, so the number climbed. Forrester's recent research shows B2B buyer touchpoints jumping from 17 to 27 in just two years, with most of the buyer's homework already done before they ever pick up the phone. So, not only do you need to be seen almost 30 times, but your message needs to be impactful and defined clearly enough so you're the one they're ultimately calling.

Until that core story becomes clear, your brand is paying for eyeballs when what you really want is hearts. But keep reading to see how to both catch their eyes and win their hearts, so you can start to **JETPACK YOUR BRAND**.

The number of interactions B2B buyers need before deciding rose from 17 in 2019 to 27 in 2021.

Forrester, B2B Summit press release, May 2021

B2B buyers now complete much of their research before ever contacting a company directly.

Forrester and Gartner buyer-journey research, various years

80% of people trust the brands they already use more than they trust institutions like government or the media.

Edelman, Brand Trust: From We to Me, 2025



THE TRUTH

You Need to Have Something to Say

Before any content strategy has a prayer of working, something more basic must be settled: the brand needs something worth saying. That sounds obvious, yet it is the lesson hiding inside much of the trial and error described on the last page (and the fatal flaw of most failed content creators on the internet). Timing and platform choices matter, but neither can rescue content that has no clear idea underneath it.

This principle predates the internet. Ever watch a supposed blockbuster film that just feels hollow because there is no point of view guiding it, or read a book where the writer produces grammatically correct sentences that disappear from memory before the page is turned because the story is weak and the characters lack depth? You can sense the difference between a person with something to say and a person filling space, even when you can't explain how you recognize it. And so can your target audience.

That instinct used to be dismissed as a vague subjective reaction, but research into audience responses to AI-generated content has made it measurable. When people suspect that no meaningful point of view sits behind a piece of content, their trust and willingness to engage drop off a cliff.

Disclosing that an ad was AI-generated cut its click-through rate by roughly 31.5%, even when the underlying creative was pixel-for-pixel identical to the human-made version.

Lee, Todri, Adamopoulos & Chose, NYU Stern / SSRN, 2025

73% of consumers say they'd be less likely to trust an ad they suspected was made using AI.

The Harris Poll, 4A's, and Infillion, Cannes Lions research, 2026

83% of consumers say they can spot AI-generated video content, and 36% say it lowers their opinion of the brand behind it.

Animoto, State of Video Report 2026

Notice what's going on in that data. The images were often identical. What changed wasn't the craftsmanship. It was belief that a real point of view was behind the message. This is the same instinct that flags a hollow film or a shallow book, but played out countless times a day in our modern culture of constant content consumption.

So how do you craft a meaningful message, deliver it in an impactful way, and ensure it reaches your target audience? We created a proven process specifically for that purpose: **The Core Identity System™**.



THE CORE IDENTITY SYSTEM™

The **Core Identity System** is our proven and proprietary engine that is built to **Design, Define, and Deploy™** your brand narrative effectively and efficiently. Through these three steps, you'll design the “why” behind what your company does and how you do it. Once this identity is discovered and crafted, you'll define it with your custom **Core Identity Film**, a premium documentary-style film, and finally deploy your impactful message strategically using our custom **360° Content System**.

DESIGN

Core Identity Consultation™

Through an in-depth documentary-style interview with key members of your team, we discover and ultimately design your Brand Core Identity. When this step is complete, you'll have a comprehensive Core Identity Deck that you can use to update your documents, website, and branding. While many consultants would provide an analysis, hand you a brand slide deck with new logos and slogans — perhaps even some core values and a mission statement — and wish you the best of luck, this is only the beginning for our complete Core Identity System.

DEFINE

Core Identity Film™

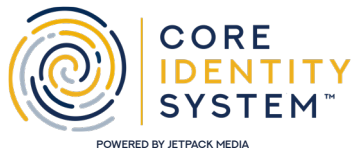
Define is where your brand's core identity finally becomes tangible and visible for both your internal team and your audience or potential customers/clients. In this phase, we create the Core Identity Film: a premium-quality documentary short film that features interviews with your team in an award-winning filmmaker's style, craft, and aesthetic that would stand up next to top streamers and networks (because that's who's behind it, but more on that later...). In addition to this complete standalone film, the footage and stories captured during the production process become the backbone of the next step.

DEPLOY

360° Content System™

Once your cinematic brand film is finished and strategically placed, we also use every excerpt, snippet, and cut-down it can produce, tailored natively to your target audience across every platform, using our proprietary 360° Content System™. This consistency of message pointing to the same core content, and with a visual continuity creates brand recognition across platforms, immediate inference of brand quality, and a dynamic story played out wherever your audience is. When they see your story multiple times, they stop, lean in, and listen. And when the story is impactful, they engage.

The next three sections walk through each step in depth, explaining how the **Design, Define, and Deploy** approach of the **Core Identity System** not only reduces the touchpoints your target audience needs before you have their attention, but increases the depth of engagement to create proactive and motivated customers.



STEP ONE: DESIGN

The Core Identity Consultation™

We've conducted hundreds of interviews, and every founder, executive, and entrepreneur we've sat across from has the same blind spot: you've spent years or decades in the weeds of your own business. You've thought about it non-stop and breathed life into it, so you know it too well to see it the way an outsider does. But, the details that feel commonplace to you, the daily decisions, the standards you refuse to compromise on, the reason you started in the first place, are the exact stories that, when presented in a compelling and impactful way, hook the viewer.

The **Core Identity Consultation** works differently than the consultant that handed you a slide deck and wished you the best, because the format is built to notice what a questionnaire cannot. A documentary interviewer isn't listening for the answer that fits neatly on a slide. They're listening for the moment your voice changes, the story you tell twice without realizing it, the offhand comment about a client or a failure that carries more weight than anything on your website. Those moments are where a real identity lives, and they only surface in conversation, never on a form.

What comes out of the in-depth interview is your custom **Core Identity Deck**, a written treatment that acts as a story foundation for your team.

Every document, every page of copy, every piece of content created afterward traces back to what surfaces in this **Core Identity Consultation**. Get this step wrong and everything built on top of it inherits the flaws. Get it right, and the rest of the system has solid ground to stand on.

The *Design* step answers who you are. The next step is making that answer visible and defined.

Core Identity Deck Includes...

A clear brand narrative treatment, detailing your brand's strongest story and angles to hook an audience

A list and descriptions of key phrases, story points, and moments that define your brand

How your brand narrative connects to the products or services you provide and your big-picture missions

The internal narrative your team can repeat consistently, whether it's a new hire's first week or a founder presenting on a stage



STEP TWO: DEFINE

The Core Identity Film™

A **Core Identity Deck** is a powerful guide that has potential to elevate your brand, but it's still just a document until someone acts on it. Step Two is where that designed identity becomes defined, something people can see, hear, and feel.

Most brand videos look like, well, brand videos: someone reciting copy to camera, stock music underneath, a stranger's voice telling you what to feel. You can spot one within the first few seconds, and so can your audience. At some point, the style of the amateur content creator with a smart phone and a ring light became so ubiquitous that it's now seen as standard, even for a brand that should aim higher. The **Core Identity Film** is premium by design, built with the same craft, pacing, and visual language used on the documentary films seen on streamers and major networks. The difference is we are not imitating this look — **Jetpack Media was founded by an award-winning filmmaker** with over two decades of network experience and hundreds of hours of credits as a Showrunner for your favorite networks. This can be seen in the cinematic lighting and style, the editing rhythm built to hold attention rather than fill time, and an eye for story and depth that amateur content creators and videographers can't match.



Which image gets your attention and signals quality, trust, and depth of story?

The **Core Identity Film** features key members of your team, each answering questions drawn straight from what surfaced in the **Core Identity Consultation**. It isn't a message or offer barked at the viewer. It's a short film with a real story, filmed with intention and inquisitiveness. Something the viewer remembers, associates with your brand, and shares.

In a social media feed of content where everything looks the same, a film that looks like an excerpt from a Netflix documentary stops the scroll and has immediate authority. And when it lands in front of the right person, and the depth and substance hooks them immediately, you've tilted the scales in your favor over competing brands.

This is the key to the final step: **Deploy**.



STEP THREE: DEPLOY

The 360° Content System™

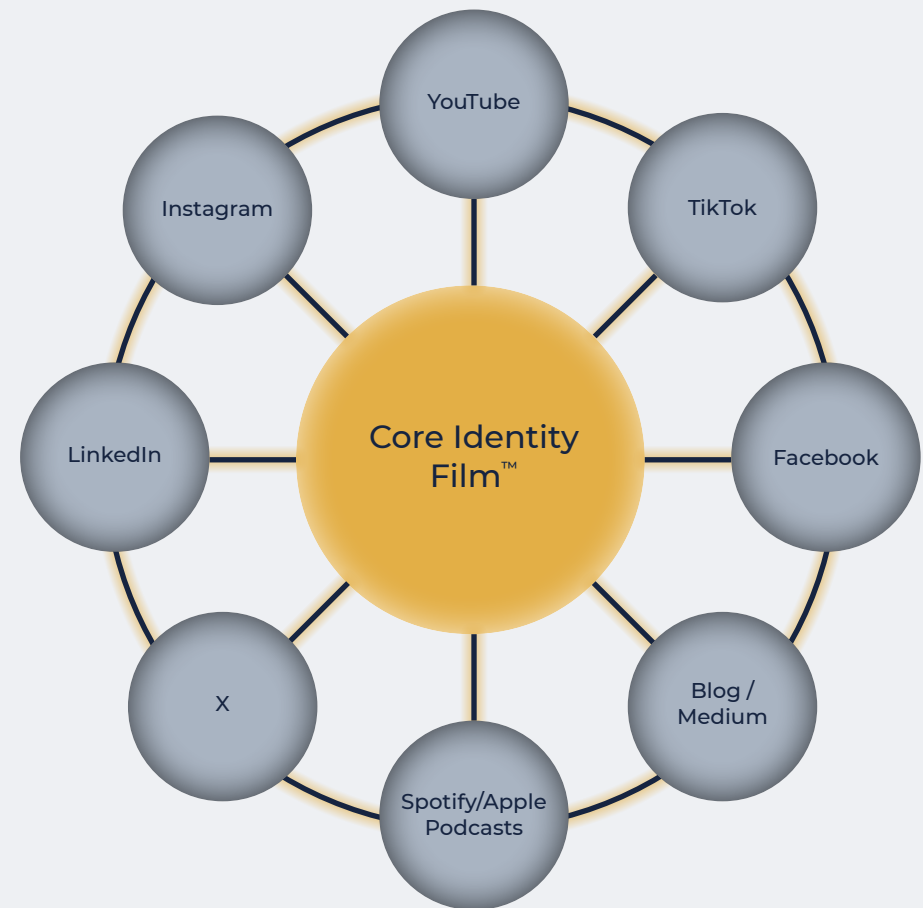
Most brands make one piece of content, post it somewhere, and wait to see what happens. When it doesn't take off, they make another, mostly unrelated, piece, and wait again. Every post is its own small bet, placed with all the strategy of putting a coin in a slot machine.

The **360° Content System** replaces the gambling with architecture. The **Core Identity Film** becomes the source for a much larger body of **Core Identity Content**: shorts, stills, articles, audio, social posts, behind-the-scenes footage, all of it native to a target platform, all of it recognizably, unmistakably the same brand underneath, with the same messaging, premium aesthetic, and quality.

Each piece of **Core Identity Content** points back to the film at the heart of it, while also creating a touch-point across all platforms. When a potential customer sees your post on Instagram in the morning, then an article on LinkedIn in the afternoon, and a thought piece on Medium in the evening, you're no longer a brand looking for attention, but an authority that others have seen, and now the viewer stops and watches to see why you're suddenly everywhere.

Zoomed out across a full year, as the content compounds, your **Core Identity Content** typically moves through four phases: establishing who you are, proving it with evidence, deepening your story with anecdotes and tangential narratives, and connecting it back to a specific offer or product.

The goal should never be to simply fill a social media posting calendar. Calendars are easy. The goal is a cohesive narrative brand strategy nobody else can copy, because nobody else has your unique **Brand Core Identity**.





A Style for Every Community

Every platform has its own crowd, its own house rules, and ways they flag when someone just walked in that isn't a local. You don't show up for a pool party in a tux, and you wouldn't waltz into a black-tie wedding in even your most fashionable boardshorts or bikini. The same is true for the communities on each platform, so in our **360° Content System** we craft each piece of content for each specific audience. Below is how one **Core Identity Film** becomes a full library of **Core Identity Content**, cut and reframed for the specific places your target audience hangs out.

PLATFORM	ROLE & AUDIENCE	CORE IDENTITY CONTENT	VALUE
Instagram	Visual storytelling + discovery	30-60 second vertical reel & carousel of key film stills	Reels account for roughly half of all time spent on Instagram and outperform standard posts by up to 35% in engagement. Rival IQ, 2025 Social Media Industry Benchmark Report
TikTok	Reach + trend-native discovery	Hook-first, unpolished moment pulled from behind the scenes	TikTok's average engagement rate has climbed to roughly 3.70%, nearly eight times Facebook's. Socialinsider, 2026 Social Media Benchmark Report
YouTube	Search + the film's permanent home	Full Core Identity Film as the long-form anchor, plus SHorts pulled from its strongest moments	YouTube Shorts now logs roughly 200 billion views a day, while the long-form upload becomes your searchable home base. YouTube CEO Neal Mohan, Cannes Lions remarks, 2025
LinkedIn	Authority with B2B decision-makers	A 60-90 second insight clip or quote card, leading with the lesson and supporting with the story	8 in 10 B2B video teams now say LinkedIn is their primary place to share video, ahead of YouTube. Wistia, State of Video Report 2026
Facebook	Community + warm-audience retargeting	A native re-upload of a key story beat, built for retargeting ads to warm viewers	Video retargeting to warm audiences is a well-established Facebook tactic for lifting conversion, though exact multipliers vary by campaign Industry retargeting benchmarks; directional finding
X	Real-time commentary + soundbites	A short, written soundbite paired with a native clip, tied to a live conversation	Video posts on X outperform text-only posts on engagement, per platform benchmark data. Vidico, Short-Form Video Statistics 2026
Medium / Blog	SEO + long-form authority	A full article expanding on the film's narrative with supporting data and context	Companies that maintain a blog consistently see more site visitors and inbound links than those that don't. HubSpot benchmark
Spotify & Apple Podcasts	Audio-first relationship building	A multi-episode podcast series expanding the film's story into ongoing conversation	Apple Podcasts listeners show average full-episode completion around 72%, rewarding a serialized, identity-driven show. SQ Magazine, Podcast Statistics 2026



FROM LAUNCH TO ORBIT

Picture the version of your brand that exists six months after this system is fully deployed. A prospective customer sees your **Core Identity Film** once on LinkedIn, catches a thirty-second cut on Instagram a week later, and stumbles onto your podcast on a drive to a meeting. Before they ever reach out to you, they've heard your story, trust your knowledge and authority in your industry, and know exactly what you have to offer, and likely already want it. These first conversations change from "can they help me" to "will they help me" and your conversions skyrocket.

Inside the company, everyone is finally rowing in the same direction. Every new hire sees the same film everyone else did, which means they understand who the company is before their first week ends, instead of piecing it together from slide decks and hallway conversations. Every piece of marketing, every future ad campaign, and every pitch deck pulls from the same source: one clear identity everyone on the team can describe the same way, and the services you offer are not separate from this identity, but the result of it.

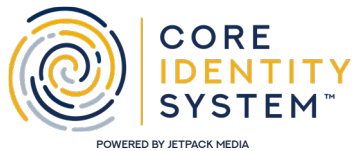
ORBIT: *Achieving a speed and advancing trajectory at which the downward effects of gravity fail to affect your altitude.*

LAUNCH: *The creation of upward momentum through the consistent and concentrated exertion of force and energy.*

Referrals get easier to close too, because the person referring you doesn't have to explain what you do. They tell a story. You go from being a company that provides a service or product, to the team that defied odds to provide value, or stepped up for their community in a challenging time. A potential partner doing diligence before a deal finds a library of consistent, well-produced content instead of a scattered handful of old posts, and sees the powerful perspective of a team that knows who they are without question, in step and inspired around their mission. *That's when you know you've reached orbit.*

But let's do a quick reality check: it's one thing to understand the process, and it's another thing to successfully execute it. Many will believe that marketing myth we talked about at the beginning, and try to bootstrap this system, likely failing due to missteps, and overburdened by the workload until they've spun their wheels and found themselves only further dug into the mud.

The better path: Finding a trusted partner that knows exactly how to execute this vision. This is the fastest and most efficient way to reach orbit, **like a jetpack strapped to your brand's back**. Well, you're in luck, because that's exactly why Jetpack Media was created.



JETPACK YOUR BRAND

Jetpack Media was built by Rob Saffi, an award-winning filmmaker who has spent over twenty years as a television Showrunner and Executive Producer for Warner Bros. Discovery, Fox, Travel Channel, and more, running unscripted and documentary series watched by millions.

That same skill set that makes a documentary series compelling, finding the real story inside a situation and people who are too close to see it themselves, turned out to be exactly what growing brands were missing. And while consultants can generate a slide deck of company values, new colors, and a slogan, video production companies can handle equipment and post production, delivering a canned message that lacks any depth or craft, and marketing agencies can handle ad spend and campaign strategy, but when divided as separate steps and assigned to individual companies or departments, any of these crucial phases is dependent upon someone else's work and execution.



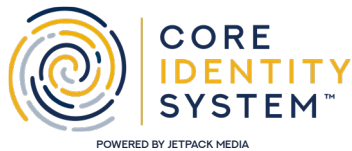
Jetpack Media is different because, not only did we create the system that seamlessly takes your brand through the **Design-Define-Deploy** framework of the **Core Identity System**, but we developed it with the craft and story-first perspective of a professional filmmaker. In a world of endless scrolls and constant content, the ability to make an impact and stop the scroll is what separates a successful brand from one that never reached its audience through the noise.

That's the foundation Jetpack Media is built on: brand strategy with a documentary filmmaker's craft, and expert marketing under one roof, aimed entirely at designing, defining, and deploying your story to ensure it reaches your target audience.

Why a Jetpack?

A rocket creates lift, but from the outside, all anyone can see is the rocket. Meanwhile, a jetpack does the work of creating flight, but stays hidden. Nobody points at the pilot's back and says, look at that beautiful engine. They watch the person fly. Jetpack Media is the engine strapped to your brand's back, doing the work of launch, acceleration, and elevation, while every eye stays on you. We don't want the spotlight. We want that focused squarely on you, while we continue to help you and your brand reach the heights of success.

You'll never see Jetpack Media's name anywhere in the content or even in credits (we don't do end credits on the films we create). You'll just notice you're suddenly the one everyone recognizes, reaching further than you did a year ago, and seeing market authority like you've never experienced. We're here to help you fly.



TAKE THE FIRST STEP

Start with the Core Identity Consultation

Every brand that works with Jetpack Media starts with the **Core Identity Consultation**, Step One of the comprehensive **Core Identity System**. It's not a sales pitch dressed up like a consultation, or a discovery call designed to mine information (we've found ourselves on those calls too and they're the WORST). It's a comprehensive deep-dive with our Executive Producers, run like a documentary interview, and built to identify your brand's true core identity before anything is filmed or created.

What to expect

- The Core Identity Consultation is designed to cut to the core of your brand identity, through the inquisitive documentary-style interview.
- Your branding assumptions will be challenged.
- Your culture will be explored, identifying strengths, weaknesses, and gaps where they exist.
- We'll look at your strategies for communicating your company's identity, services, culture, and overall brand messages, identifying areas of success and areas of improvement.

What you receive

- A comprehensive Core Identity Consultation
- A full brand narrative analysis within 72 hours of the consultation
- A custom Core Identity Deck
- A foundation for your own marketing, with no obligation to take the next step
- An optional path to Define and Deploy your crafted Brand Core Identity with the Core Identity Film and the 360° Content System. Plus, ***if you move forward in the next 30 days, the cost of the Core Identity Consultation is credited toward your plan.***

JETPACK YOUR BRAND

BOOK YOUR CORE IDENTITY CONSULTATION TODAY

Or visit www.JetpackMedia.com for more information.



THE CORE IDENTITY SYSTEM™

*The exclusive guide to **JETPACK YOUR BRAND**, elevate your marketing engagement, and create impactful stories that your audience remembers and shares.*

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