

CREATIVE STUDIO — B2B COMPENSATION DATA

How myBasePay transformed a forgettable brand into a market-ready identity

myBasePay's brand was quiet and generic. Prospects arrived at sales conversations with no prior impression, making every deal harder to close. A forgettable brand was becoming an expensive problem that needed solving fast.

139%

LINKEDIN FOLLOWER GROWTH

56K

IMPRESSIONS IN 90 DAYS

WHAT WE BUILT

Full Brand Rebuild

Complete identity overhaul from logo and colour system to brand guidelines and visual language.

Website Refresh

Redesigned web presence reflecting the new brand and positioning myBasePay as a serious player.

LinkedIn Presence

Consistent content and visual identity on LinkedIn driving 139% follower growth in 90 days.

Brand Visibility

56K impressions building recognition before prospects even enter the sales conversation.

"Everything feels cohesive, professional, and distinctly us. For the first time, our brand actually reflects what we're building."

Nicola Wee, CMO, myBasePay

Need a brand that sells for you?

Let's talk about what ORRJO can do for your business.

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