

The Transylvania Times -

Tungsten Branding Gets Global Recognition

By [Matt McGregor](#)

Tungsten Branding, a company naming and branding firm located in [Brevard](#), has been nominated as one of the top five global branding firms by Clutch, a research firm in Washington, D.C., that ranks agencies based on consumer reviews, types of services offered and quality of work.

Tungsten Branding Founder Phil Davis, who started Tungsten Branding in 2003, said Clutch classifies their rankings based on the size and scale of the company, size of online presence and quality of testimonials.

“We ended up on this list, and we kept climbing and climbing,” Davis said.

Tungsten Branding came in fourth out of 159 firms ranked worldwide.

“To my knowledge, I think we’ve named over 250 companies, products and services,” Davis said. “And we have a lot of testimonials, a big online presence because we’ve been quoted extensively in a lot of publications, so we scored high on all their metrics, and we came in fourth out of firms based in California, with a majority of them in San Francisco. So, for this outlier from [Brevard](#) to come in fourth has raised some eyebrows.”

Locally, Tungsten Branding helped in creating and branding The [White Squirrel Festival](#), as well as the “Art for Life” tagline for [Transylvania County Arts](#).

Most recently, Tungsten Branding named and created a logo for a new division of the [Transylvania](#) Vocational Services (TVS) called Cermount, a contract manufacturer specializing in packaging dry food, beverage and dietary supplements.

Davis himself, who has 25 years of company naming and branding experience, led the brand development initiative task force for the [City of Brevard](#) in 2010.

Before coming to [Brevard](#), Davis ran an advertising agency in the Tampa Bay, Fla., for 17 years.

“I would vacation to [Brevard](#) like everyone else, and eventually I decided, ‘why spend 50 weeks a year where I don’t want to be, so I can get away two weeks a year where I want to be,’” Davis said. “Why not flip that equation?”

Also, Davis said he had become disenfranchised with advertising.

“It’s very old school, and dying out,” Davis said. “It’s carpet bombing people with massive amounts of unnecessary messages just to reach a few, and it’s inefficient and costly, so I was coming to the realization that the future of marketing and branding was creating congruent, compelling brands.”

Looking at what Davis called the four “Cs” of “brilliant branding — clear, concise, compelling, consistent,” Davis said it’s about helping a company or organization “find its voice.”

“Overall, it’s just helping a company get its story straight,” Davis said. “Most companies have a mission, but they’ve faltered in knowing how to externalize it, and they haven’t let the mission to be transparent as possible.”

Davis provided the brand name for Portable On-Demand Storage, or PODS, the portable storage and moving company found throughout the U.S.

“The owner called them portables, like toilets, and he only had 70 and he couldn’t sell them,” Davis said. “I said, ‘Man, you got to get out of the way of yourself. You are creating obstacles to your own exposure.’”

Davis called it being at the “wrong end of the mule.”

“He was pushing the mule instead of leading it, so I told him to get in front of the mule and create a brand name that makes sense, so we called it PODS, and people quit asking, is this a toilet,” Davis said.

Within 10 years, Davis said the previous company owner of PODS sold the company for \$500,000.

“Our goal is always about creating an environment where people and companies thrive,” Davis said. “And it’s about finding that hook or angle that makes that happen.”

When Davis and his family moved to [Brevard](#), he said he was noticing how everyone was still upset about the Ecusta plant closing

“It was understandably terrible, and I had not lived there when [Brevard](#) was dependent upon industry, but I was just looking around thinking, ‘This is God’s backyard. If you can’t get people to come here, you can’t get them to go anywhere,’”he said.

Looking for what makes [Brevard](#) “unique,” Davis said it’s about letting that uniqueness “shine through.”

“You have it in the waterfalls, you have it in the environment, and the hook is in the white squirrel,” Davis said. “You just have to let [Brevard](#) be itself. It wants to be recreational, with music and entertainment. So let’s not try to force it to be an industry . . . and it seems to be working.”

When Wal-Mart Stores, Inc. changed its name to Walmart, dropping “stores” from its title last week, Davis was called by The Washington Post and asked for his opinion.

In the article, Davis said, “This is a company looking to communicate a sense of ubiquity. Walmart is saying it’s no longer going to be defined by bricks-and-mortar.”

Tungsten, the metal alloy used as the filament in light bulbs, is the source of Davis’s own company title, and in taking a chance, leaving his old advertising agency behind and creating a new agency here in a town of 8,000, “versus a town of a million plus,” Davis was able to light his way and the way of others.

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