

CREE POV

POINT OF VIEW

Innovation isn't magic. It's hard work.

What most companies fail to realize is that significant advancements and market altering change happen through sheer force of will, through the determination of a team solving a problem.

We don't celebrate just the product of innovation, but the process as well.

It's a potent combination of brains and brawn. At Cree, innovation doesn't just require an "aha!" moment. It also requires a sledgehammer.

We believe in the power of brute intellect.

We will out-think and out-work you.

BRAND PLATFORM

:: POINT OF VIEW

We believe nothing beats the power of *brute intellect*. We will out-think and out-work you.

:: BRAND PROMISE

A better experience with our light. A better result with our technology.

:: BRAND BEHAVIOR

Cree is obsessed with driving change. We see things others don't see. We create the highest performing solutions; delivering things others don't even imagine. We are idealistic in where we want to go, and realistic in how to get there. We tell it like it is.

:: BRAND PERSONALITY

Cree is proud, competitive, tireless, brilliant and forever "start-up."

:: BRAND ATTRIBUTES

Leader, High Performance, Innovative, Disruptive, Reliable

:: BRAND MISSION

100% adoption of LED light.

:: ENEMY

Complacency and Apathy

TONALITY

Language and images create personality.

Like all brands that truly are brands, Cree is creating a humanity on the back of words and pictures.

Purposefully Smart. Surprising. Disruptive. Sophisticated. Confident. Modern. Cool.

Words and tone need to exude our attitude.

Where there's a joke, sly is better than dumb.

Turn of phrase better than a gag.

Absurdity, sometimes, is smart.

But smart should always be the feeling we're left with.

When being serious, surprise somebody. With content. Structure. Attitude. Deafening logic. Something. Take a stand, dammit.

In helping us make subtle, subjective calls on concepts, some words we've agreed on previously also still resonate:

Unyielding • Challenging • Honest • Disruptive • Ingenious • Brilliant

A final note. Moving forward, we need to balance the bluster required of a feisty underdog with an eye for self-congratulation.

PERSONA

CREE is::

The brilliance of *Stephen Hawking*, the work ethic of *Mike Ditka* and a smattering of observational slyness thrown in for good measure.

We call it like we see it. Witty, brilliant, and out to change the world whether it wants it or not.

BRAND MANIFESTO

Pardon us.

We're out to change the world.

Out to leave the Status Quo battered, reeling, wondering what hit it.

Why?

The Status Quo is lazy. And contagious.

And light deserves better.

Yeah. Light deserves cheaper, cleaner, longer lasting, truer to reality.

It deserves serious SWAT team liberation from conventional thinking.

(We all know what that gets us, don't we?)

So on (and on) we go.

Equal parts innovation and perspiration. Genius and follow through.

Tony Stark and Iron Man.

Cree micro-science and macro-thinking are kicking some serious lighting butt.

Yesterday's pipe dreams are illuminating today's porch swings, office towers and business parks.

But tomorrow? That's the real playground.

Lighting, after all, is no small thing.

How we see changes who we are.

And a world that sees itself in a better light?

That could be an amazing place to be.

CREE ⇄ There is no off position.