From Ground Zero to Go-to-Market: Launching the ZQuip Brand and Platform

ZQuip began as a bold innovation inside Moog Construction, a vision to electrify heavy equipment using modular, swappable power systems. The concept was clear, but the market had no idea it existed.

There was no name. No brand. No go-to-market system. No digital infrastructure. Just an idea that needed to move fast.



Challenges

- **ZQuip had no distinct identity,** it needed to be separate from Moog, but still credible
- **The product was highly technical and difficult to explain** without losing the audience
- Internal teams needed tools **to communicate the solution and sell it**
- **There was no CRM,** campaign infrastructure, or demand generation engine
- Product messaging had to keep up with **fast-evolving feedback from the market**



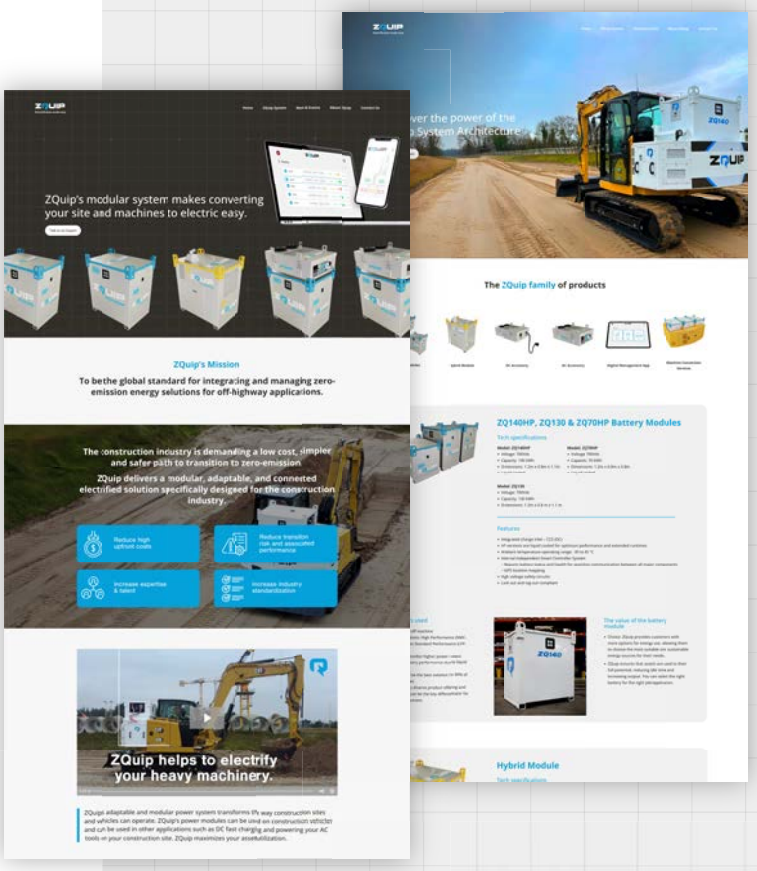
Solutions

Twisted Rope led a complete go-to-market build—from naming through launch:



Brand & Messaging

- Developed the ZQuip name, brand identity, and visual strategy
- Defined positioning, value props, and messaging frameworks tied to different audiences and use cases



Website & Digital Infrastructure

- Designed and developed a performance-ready website built around user education and conversion
- Created product visuals, modular system graphics, and animated demos

Campaign Systems

- Delivered sales assets, video content, and event-ready presentations
- Built interactive demos for events and direct customer engagements
- Deployed HubSpot CRM to manage pipeline, lead capture, and follow-ups
- Created and activated digital campaigns across Google and LinkedIn



Results

Brand Launch: ZQuip emerged with a clear, confident identity distinct from Moog Construction

Messaging Clarity: Technical product value was translated into benefits customers could immediately understand

Conversion-Ready Web Presence: The website educated, converted, and integrated directly with CRM workflows

Campaign-Ready Assets: From digital to print to demo, the ZQuip team was equipped to engage quickly

Scalable CRM System: HubSpot was implemented to support demand capture and future nurturing

Commercial Traction: Rapid iteration enabled ZQuip to adjust messaging based on customer feedback and move with market opportunities







Twisted Rope takeaway

ZQuip is a textbook example of Digital Professionalization in action, from whiteboard concept to launch-ready platform. We built not just a brand, but a system: one that delivers clarity, agility, and scale.

This was more than a branding project. It was a full-scale commercialization effort, built to adapt as the product evolves, and designed to support sustained growth, market education, and buyer engagement from day one.

