

POC Content & Strategy Handoff

Final approved copy for the Berger website POC, with the strategy behind it. Sources: the 360° Strategic Market Analysis (mazaltec.com.br), the “New Berger” brand document, and client-approved metrics. The POC design and page structure are fixed; this document governs content only.

1 · Brand Foundation (both sources agree)

Brand promise	“Protection, properly done.” - verbatim in both documents. The permanent hero headline.
What Berger sells	Confidence, not windows. Homeowners buy protection, builders buy certainty, HOAs buy organization. Copy always leads with the outcome.
Differentiator	Full-service project management: engineering, permits, NOAs, scheduling, supervised installation, inspection, final dossier. Strapline: “One partner. One process. One standard.”
Positioning label	“Florida's Building Envelope Specialists” (brand doc). Scope: impact windows, doors, and commercial glazing.
Identity	Family-run since 2006. Never lead with “free estimates / best prices / licensed & insured” - both documents explicitly reject generic claims.
Tone	Calm, competent, educational, warm-professional. Never alarmist, never pressure-selling, never promising insurance savings. Explain before selling.

2 · The Strategist's Frameworks - how each one is captured in the POC

The strategist grounds the method in neuromarketing and narrative theory. None of the theory appears on the site as content; each concept is captured as a concrete page decision:

Triune Brain / neuromarketing	The page is layered for all three systems. Reptilian (survival) : the hero leads with “Protection” over a full-screen home video - safety is the first signal. Limbic (emotion) : family-run since 2006, “We Protect People”, calm warm tone, real project imagery. Cortex (rational) : the metrics band, HVHZ/NOA documentation, spec sheets, and the 3-step plan give the logical justification that follows the emotional decision.
Hero's Journey (Campbell)	The homepage is sequenced as the customer's journey: ordinary world with a threat (stakes line), call to adventure (CTAs), meeting the mentor (About - the guide's history and values), the road map (3-step plan), and the transformation (protected, documented, more valuable property). The visitor descends the page as the hero moves through the arc.
Jung's archetypes	Berger plays the Sage / Caregiver guide - the calm expert protector - never the hero of its own story. Expressed through the tone rules (calm, competent, warm-professional, never alarmist) and value language (“We Protect People”, “We Earn Trust”). The customer keeps the Hero role.

StoryBrand (Miller)	The operating framework tying it all together - the full 7-step mapping is in section 3 below.
Positioning (Ries & Trout)	Own one idea in the customer's mind: "Protection, properly done" plus the category label "Florida's Building Envelope Specialists". The site deliberately refuses the crowded "free estimate / best price" territory every competitor occupies.
Purple Cow (Godin)	The remarkable thing is not the glass (a commodity) - it is the documented full-service delivery: "One partner. One process. One standard." In the POC the interactive 3D render ↔ real-photo toggle is the product-level expression of remarkability.

3 · StoryBrand Framework - how the homepage implements it

The strategist's method (StoryBrand / Donald Miller: customer = hero, brand = guide). Each of the 7 steps maps to a page element:

1. Character	Hero section: a Florida owner who wants a protected, documented property.
2. Problem	Commitment copy: "Buying impact protection is a stressful, technical decision." External: hurricanes. Internal: anxiety, fear of hiring wrong.
3. Guide	Empathy: calm tone, "we simplify it." Authority: metrics band, HVHZ/NOA competence, Brickell-level portfolio.
4. Plan	Contact section, 3-step plan row: Assessment → We run the project → Protected and documented.
5. Call to action	Persistent "Request a Quote" button on every page + hero CTAs + quote form.
6. Avoid failure	Contact intro (calm stakes): "Openings guarded by deployable shutters still depend on someone being home."
7. Success	Plan step 3: "24/7 impact protection and a final dossier that supports your wind-mitigation insurance documentation."

Guardrail: step 6 must stay factual and calm. No fear-selling - the tone rules override any copy draft that leans on alarm.

4 · Final Approved Copy (verbatim, by section)

HERO

Eyebrow: FLORIDA'S BUILDING ENVELOPE SPECIALISTS

***“Protection,
properly done.”***

Impact windows, doors, and commercial glazing for Florida's homes, businesses, and communities.
Family-run since 2006.

CTAs: Explore Products ■ · View Projects

STATS STRIP (dark band under hero) + HISTORY METRIC BAND

19 yrs Family-owned since 2006	800+ Residential projects delivered	42% Repeat & referral work	5.0 Houzz · Yelp average rating
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ABOUT → HISTORY

Kicker: History

Family-run since 2006, from single homes to towers.

Berger has grown from a local family installer into a full-service impact windows and doors company, delivering everything from waterfront residences in Jupiter to landmarks like Brickell City Center.

+ the 4-metric band above (metrics live in History per the requirements PDF)

ABOUT → COMMITMENT

Kicker: Commitment

One partner. One process. One standard.

Buying impact protection is a stressful, technical decision. We simplify it through expert guidance, technical excellence, and exceptional service, from the first consultation through the final inspection.

Values tiles: 01 We Own Every Project · 02 We Earn Trust · 03 We Deliver Excellence · 04 We Protect People

PRODUCTS CHOOSER

Two families. One standard.

Every Berger product begins as an impact-rated door or window, from a single opening to a full building envelope. Select a family to explore types, finishes, and installed photography.

PROJECTS (Commercial / Residential filter tabs)

Commercial scale. Residential detail.

Delivered work across South Florida, from Brickell towers to Jupiter waterfront homes. Filter by sector, then select a project to open its gallery.

Commercial: Brickell City Center · Mystic Pointe · Ludlam Trail Residential: 208 Locha Drive (Jupiter) · 5695 Pennock Point Rd · 12 North Beach. Bench: Lakeview Tower, Aegean Condos. All need real photography.

CONTACT (stakes + 3-step plan + form + location)

Start the conversation. Visit the showroom.

Openings guarded by deployable shutters still depend on someone being home. Getting properly protected is a simple three-step plan, and it starts with one conversation.

01 Book a Home Protection Assessment - An opening-by-opening evaluation of your property, with a delivered report. We respond within one business day.

02 We run the project - Engineering, permits, NOAs, scheduling, and supervised installation, with one point person from start to finish.

03 Live protected and documented - 24/7 impact protection and a final dossier that supports your wind-mitigation insurance documentation.

Form title: Request a Quote. Fields: Customer Name*, Email*, Street Address*, Apt/Unit No, City*, State*, Zip*, Phone*, Association/HOA, Project Type*, "What are you looking for?" textarea.

5 • Mandatory Insurance Language (compliance)

Never promise a saving. Approved phrases, verbatim: "may qualify" · "can support wind mitigation documentation" · "subject to inspection and carrier approval" · "talk to your insurance provider". The site's standing disclaimer (shown under the plan): *"Impact windows may qualify for wind-mitigation insurance credits, subject to inspection and carrier approval. Talk to your insurance provider."*

6 • Global Elements & Structure (fixed - do not change)

Navigation	About (History, Commitment) · Products (Doors, Windows) · Projects (Commercial, Residential) · Contact. Order is mandated by the requirements PDF.
Section order	Hero video → stats strip → About → Products → Projects → Contact (About before Products, per client).
Persistent CTA	"Request a Quote" pinned bottom-right on every page, opens the quote form.
Product detail	Interactive 3D render with Render ↔ Real Photo toggle + thumbnail strip (per requirements PDF).

7 • Not for the Website

- Competitive analysis from the strategy report (PESTEL, Porter, SWOT, benchmarking, competitor complaints)
 - The "desired perception" quotes - internal aspirations, not real testimonials
 - Market statistics (CAGR, premium rankings) and neuromarketing/archetype theory - rationale, not page content
 - Any promise of insurance discounts · any fear-based stakes copy · generic trust badges ("free estimates, licensed & insured")
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Compiled for the Berger website POC · sources: 360° Strategic Market Analysis (mazaltec.com.br) + “The New Berger” brand document + client-approved metrics · August 2026. Contact details and photography in the POC are placeholders.