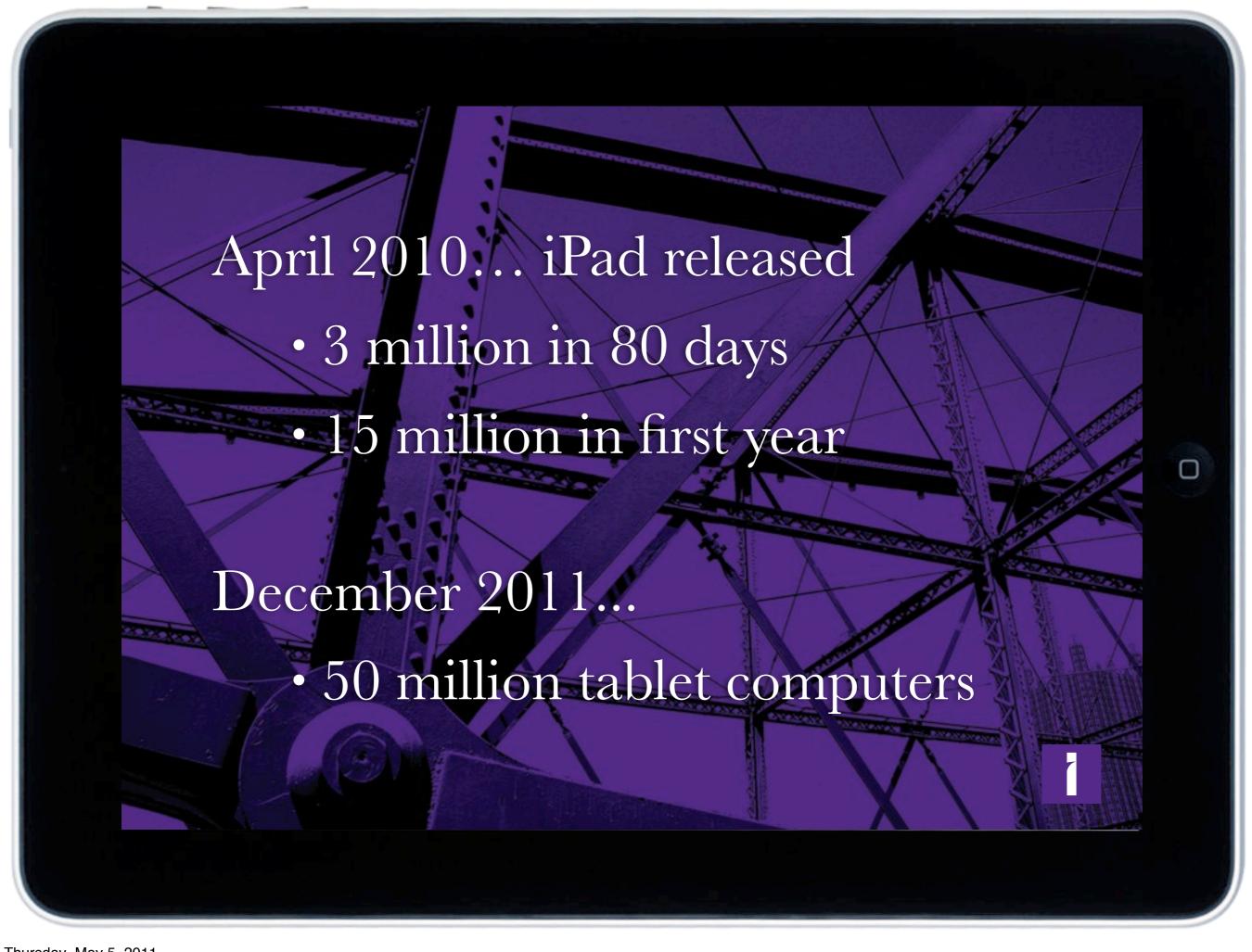
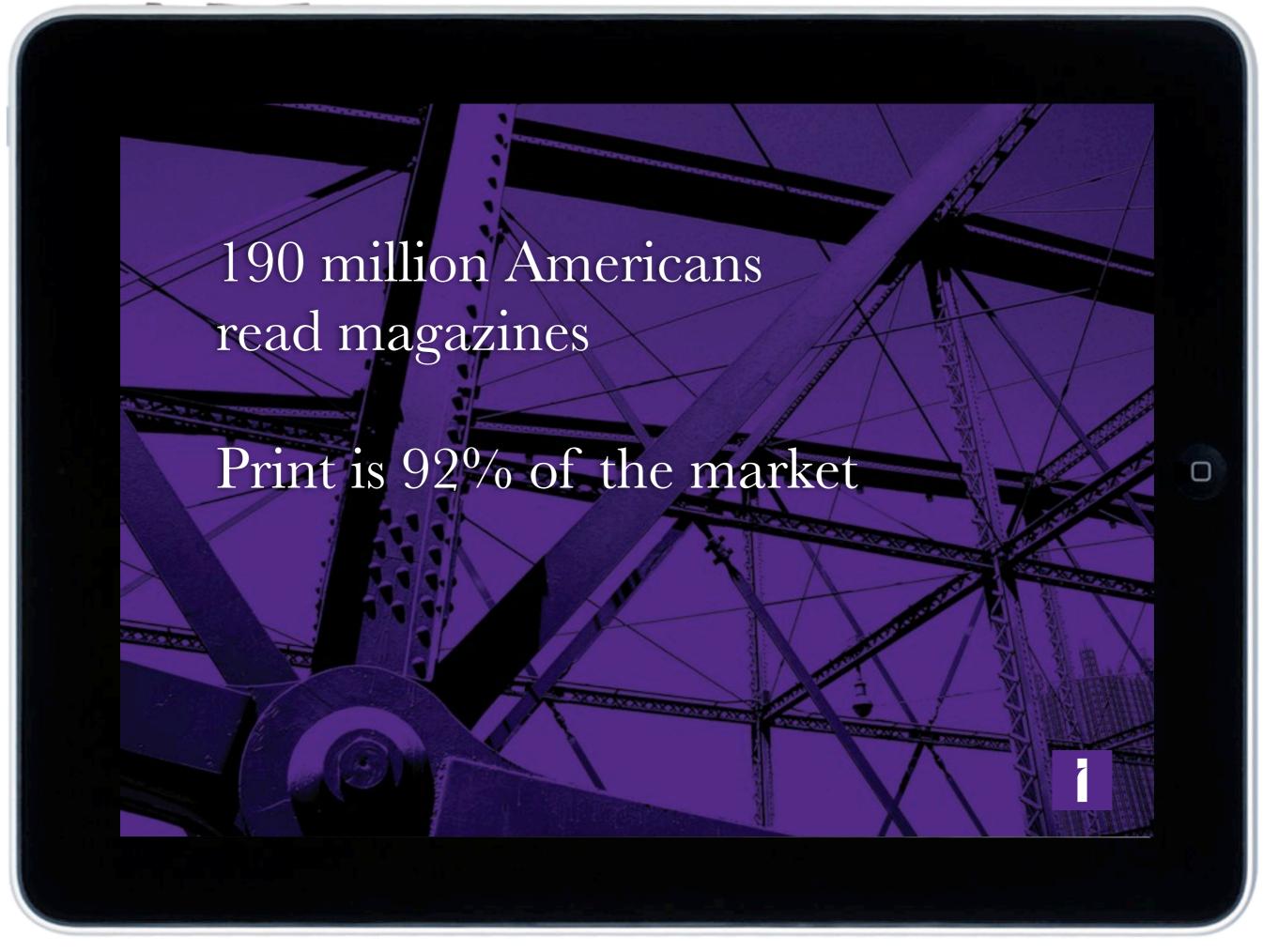
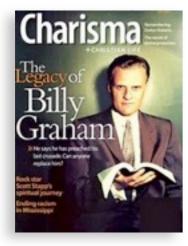




infinityconcepts Small Agency. Big Ideas. Great Results.

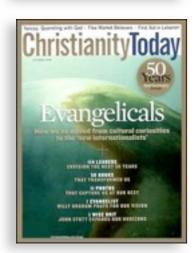








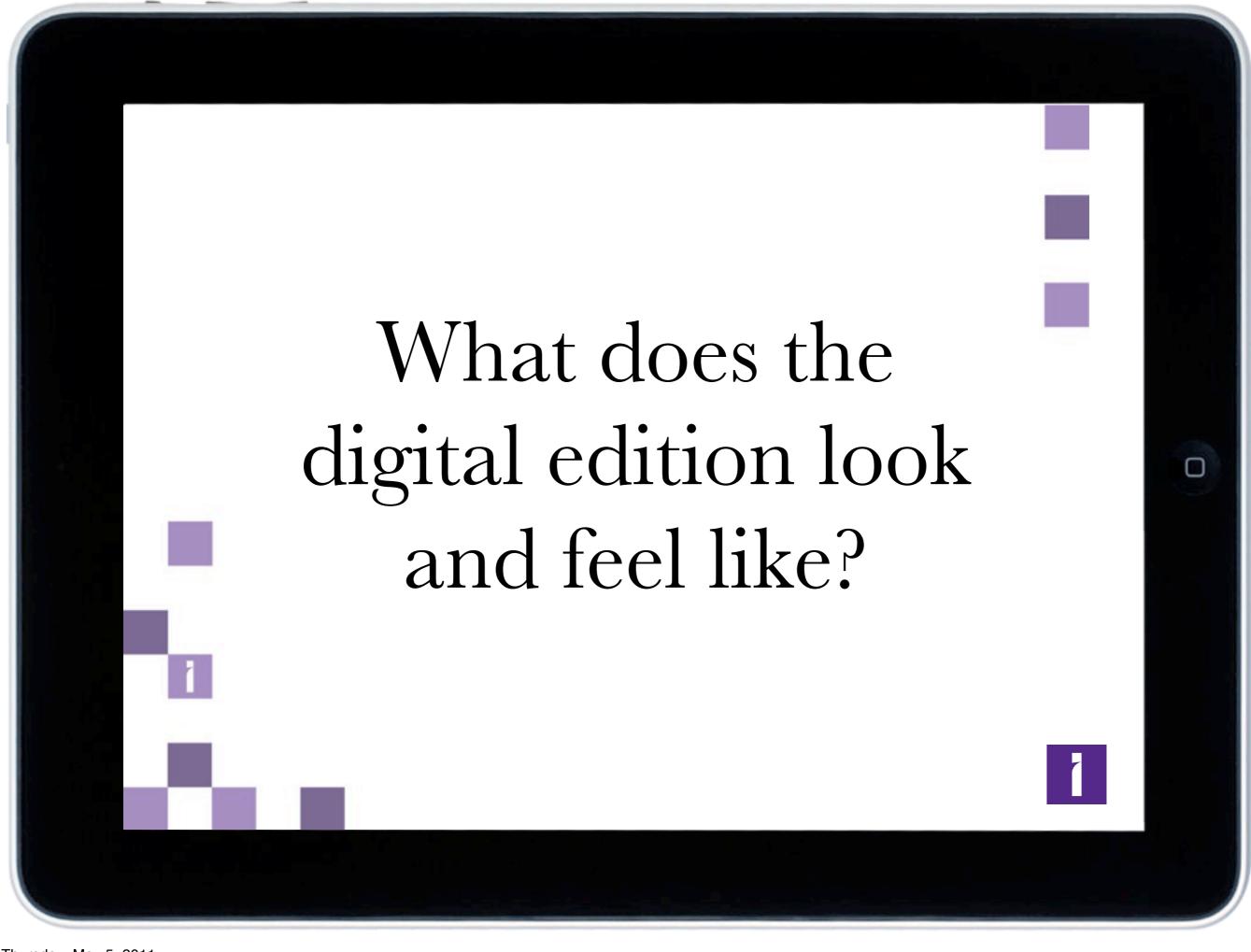














A magazine is a curated package of ideas and reporting with compelling art and photography, all held together by highly crafted graphic design.

Scott Dadich Executive Director Digital Magazine Development

Conde Nast

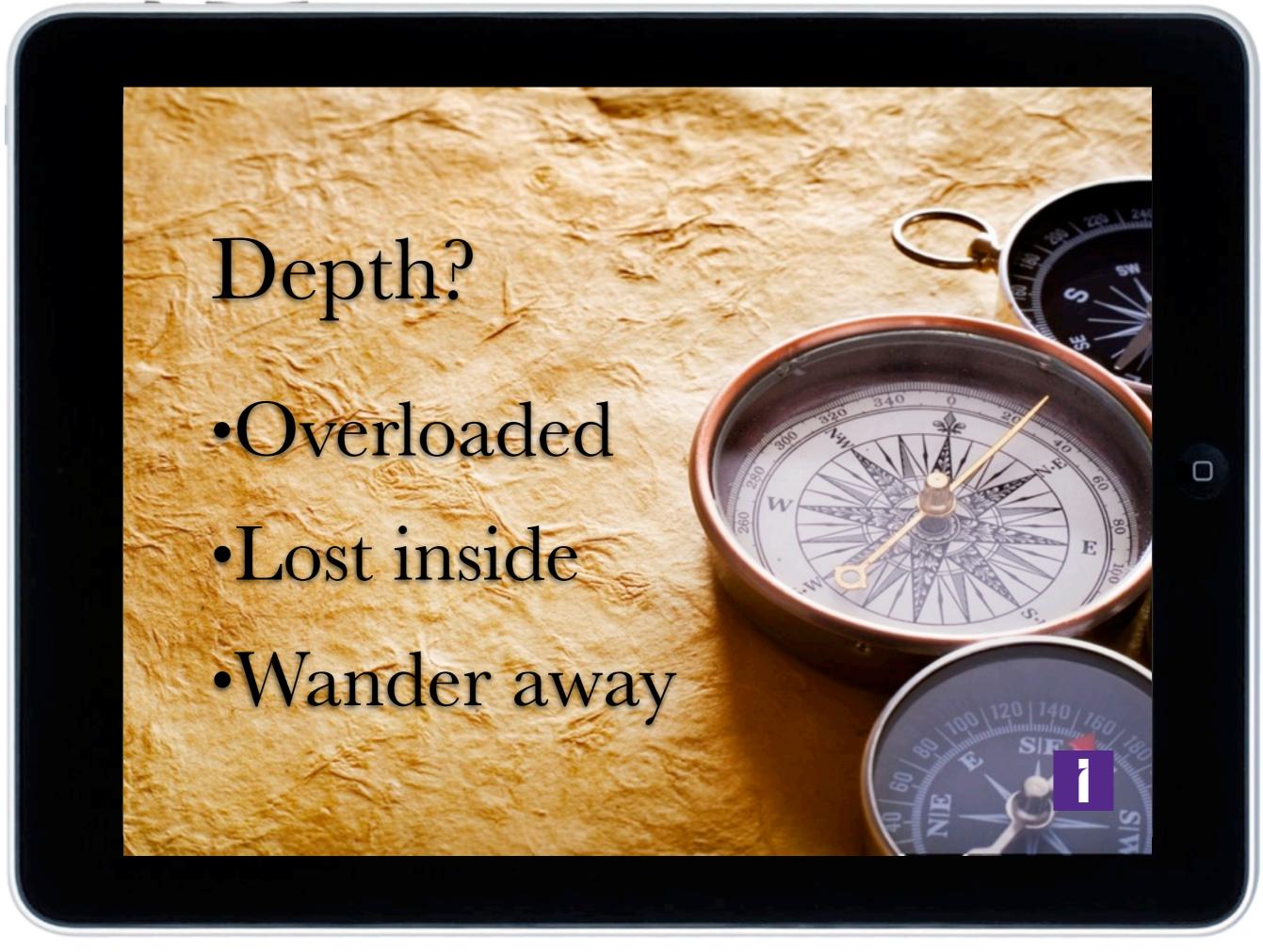


This package can be delivered in multiple formats.

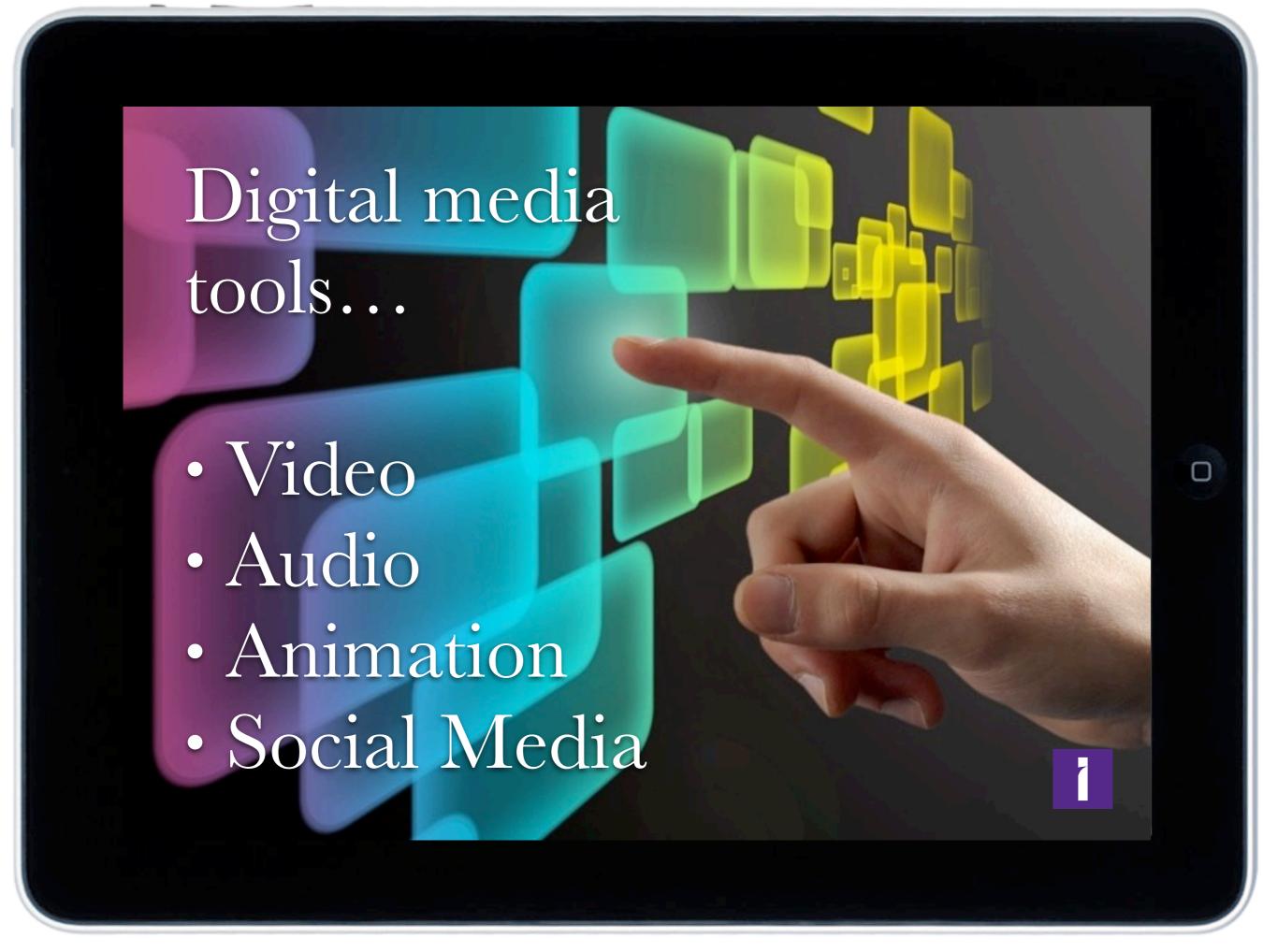


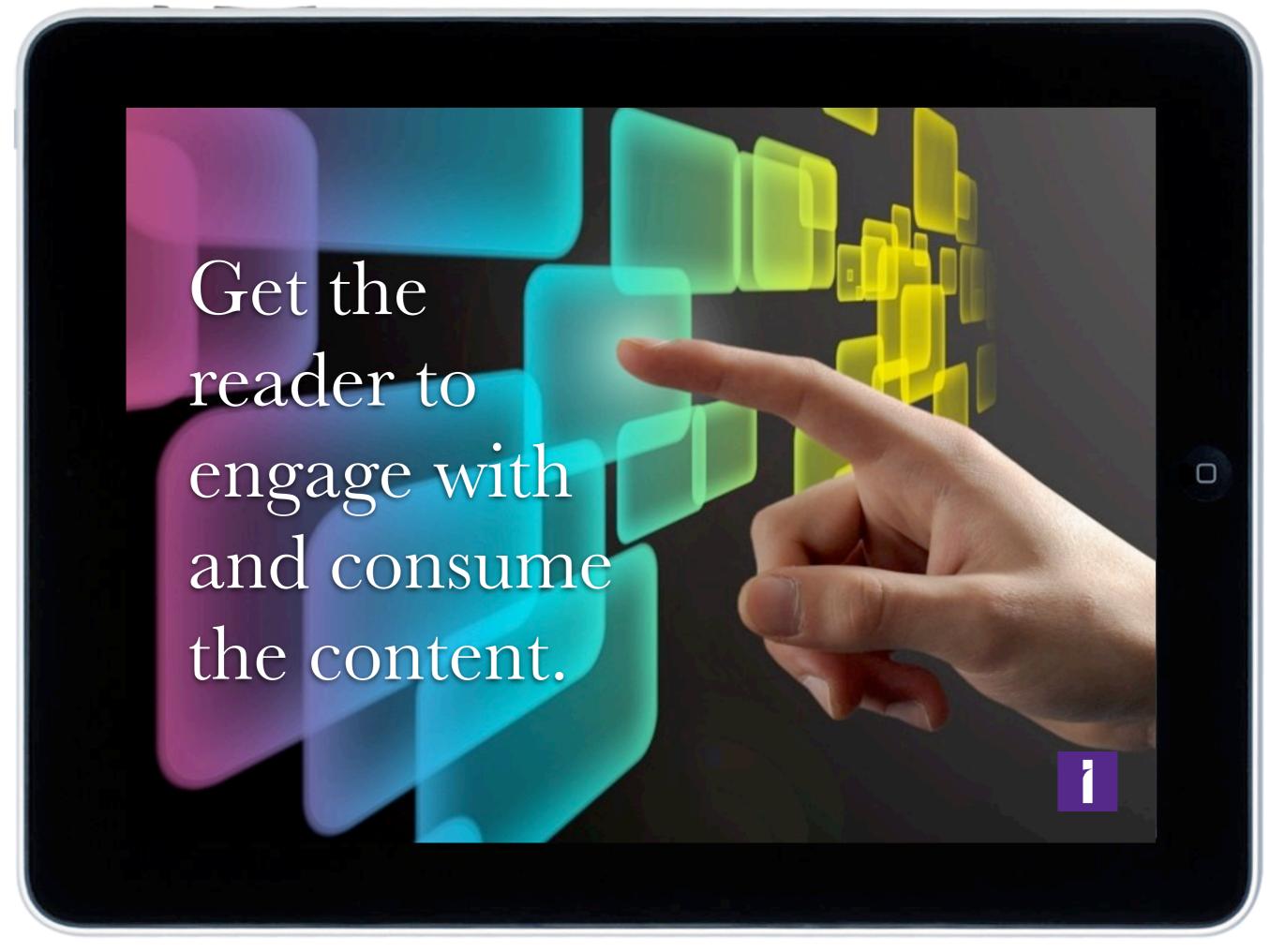


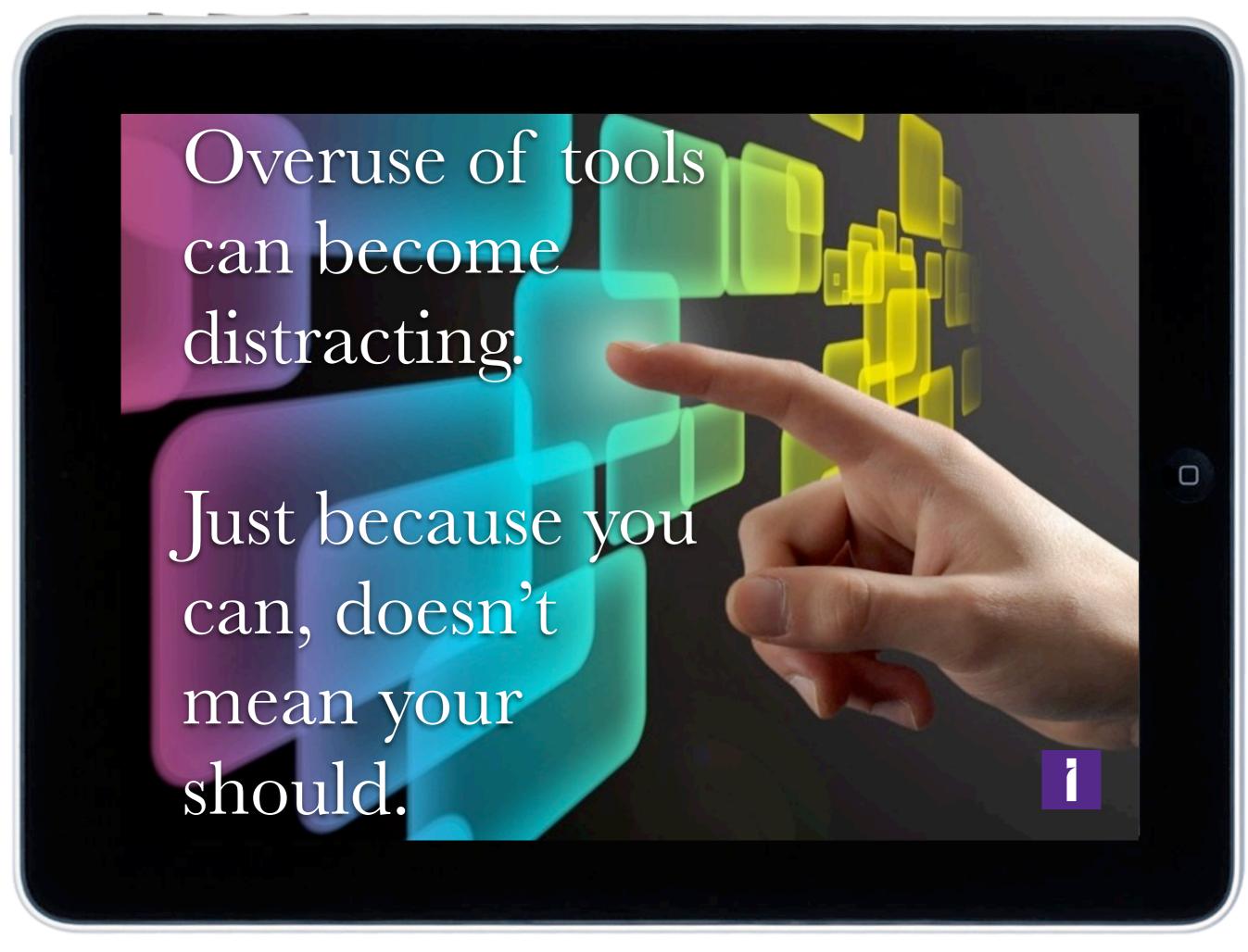








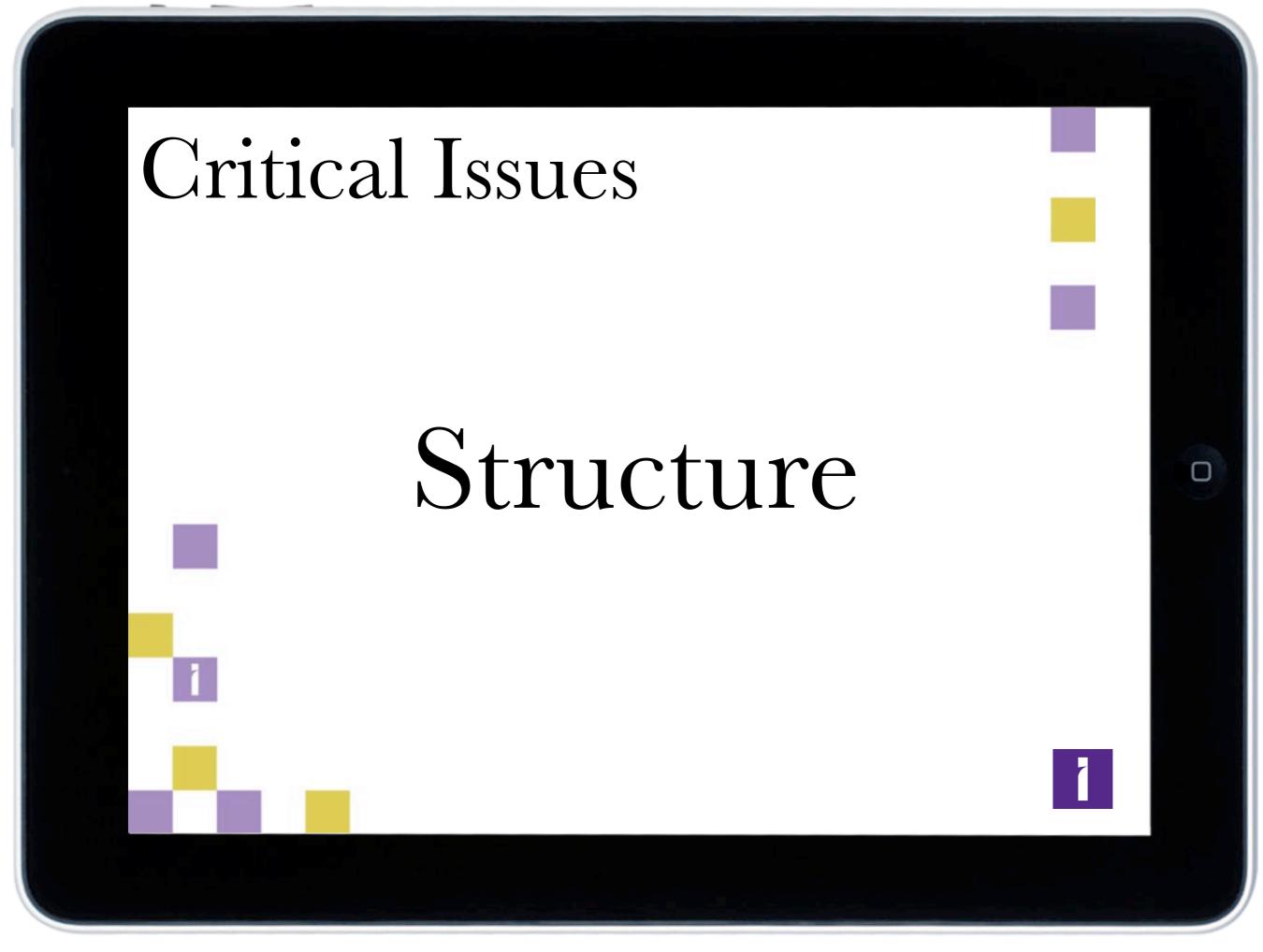












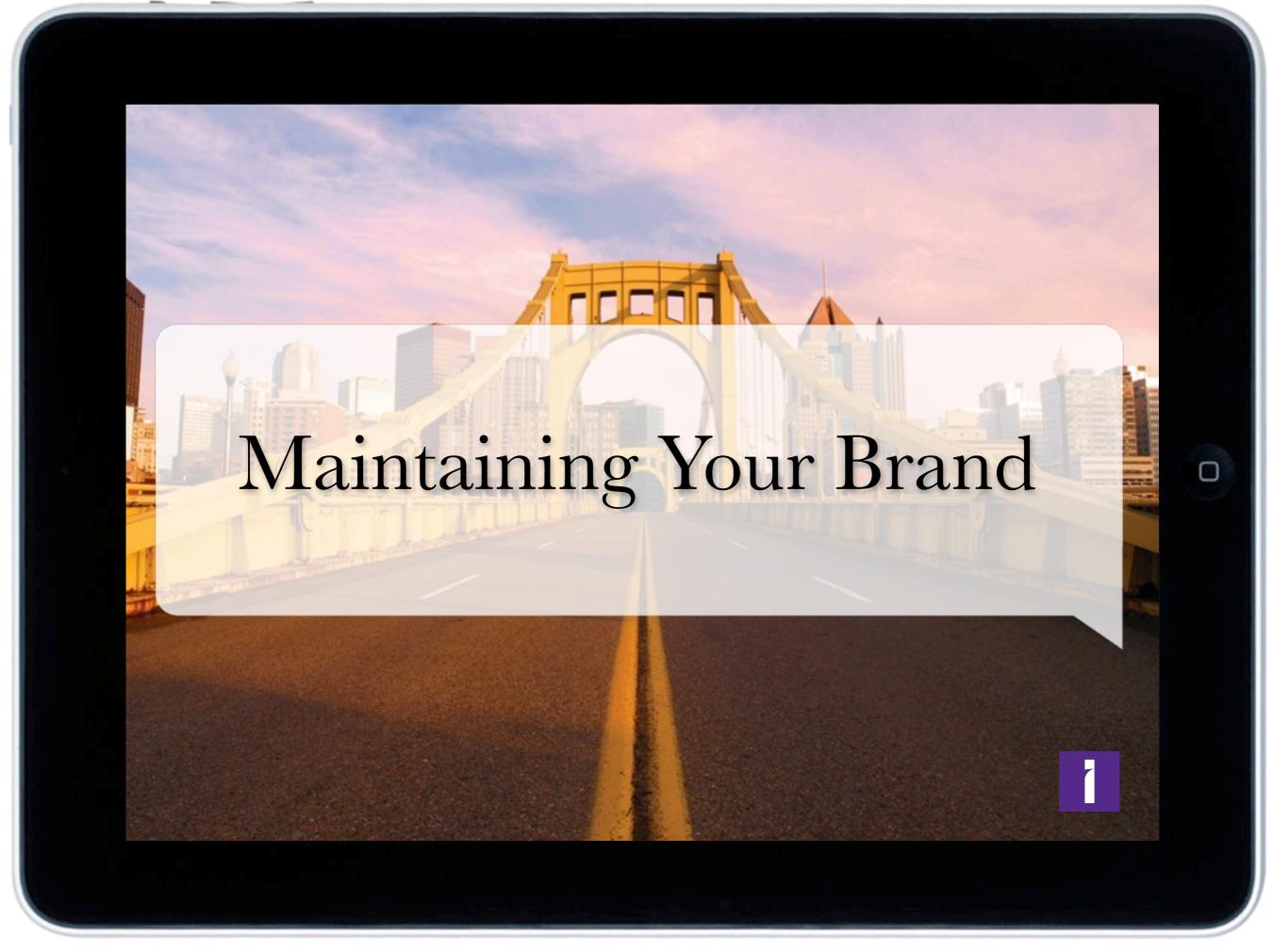


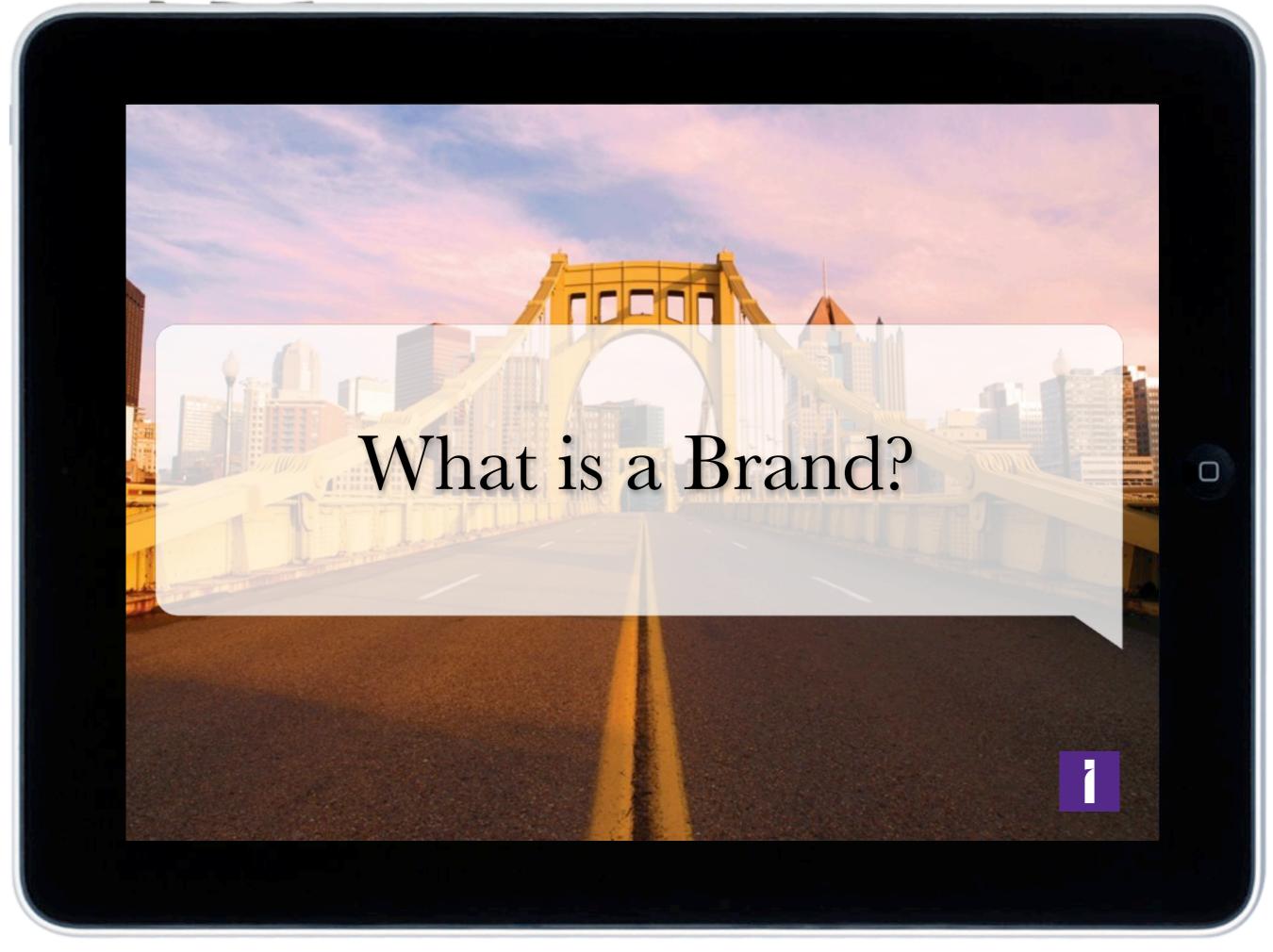












A Brand Is Not...

- A logo
- A graphic look
- A product
- A title
- A mission statement
- A slogan
- •A campaign



A Brand Is...

- The unique **essence** of your organization.
- The **container** for an individual's complete experience with your organization.
- The **collection** of functional and emotional values, benefits, experiences and symbols.
- An organization's ultimate asset.



A Brand Is...

"The essence of Starbucks is not about the coffee, although it's great coffee. It's about the coffee-drinking and the coffeehouse experience,"

Hayes Roth CMO, Landor Associates







Branding Requires...

- -Consistency
 - Over Time



- -Frequency
 - Consistent Repetition





Brands Happen...

If you do not intentionally define your brand...

- It will not be what you want
- It will change
- It will be uncertain if not confusing
- It can hurt you





Brands Happen...

If your brand is not consistent...

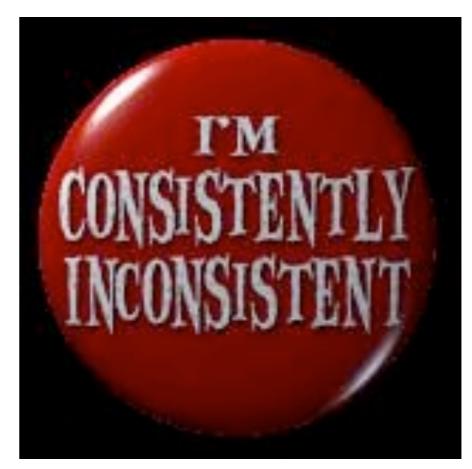
- You lose authenticity
- You lose credibility
- You lose identity



Brands Happen...

Why are organizations often poorly branded?

- It requires planning
- It demands commitment
- It may cost money
- It takes time & patience





Good Brands Don't Just Happen...

- Brands must be intentional
- Brands must be memorable
- Brands must be consistent

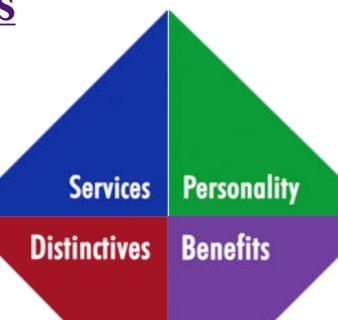




Brand Diamond

BRAND SERVICES

What value, services, or products do you provide?



BRAND PERSONALITY

What are the human qualities that describe your organization?

BRAND ESSENCE

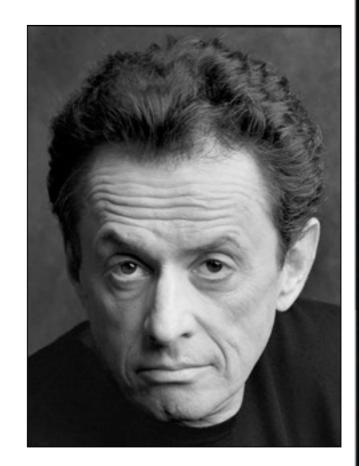
What sets you apart from others?

BRAND BENEFITS

What benefits do people experience as a result of what you do?



"An effective brand strategy starts with a thorough examination of your brand's **DNA**, the building block that determines how your customers see you and how well your brand meshes with their needs."



Sergio Zyman



DNA Is:

The internal <u>brand</u> of an organization that defines its <u>purpose</u>, <u>principles</u>, <u>positioning</u>, <u>practices</u>, and <u>priorities</u>.



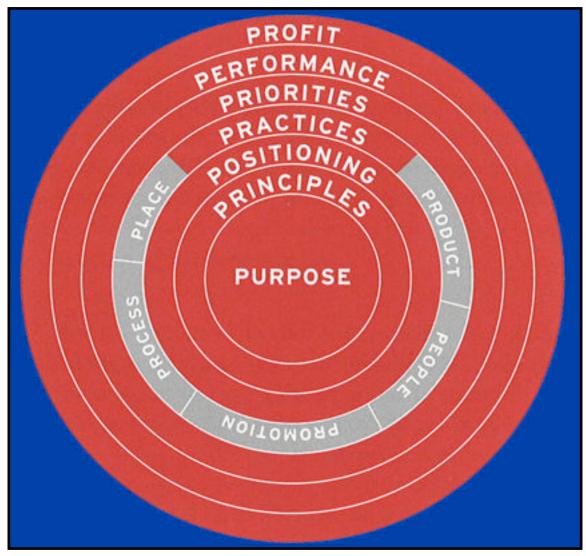


Illustration from: <u>Take A Stand For Your Brand</u> by Tim Williams



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The Seven Ps...

- Purpose: Your core reason for being.
- **Principles:** An articulation of what you will *always* do and what you will *never* do.
- Positioning: Your point of differentiation.
- Practices: Creating brand alignment.
- **Priorities:** Deciding what is truly important.
- Performance: Walking the walk.
- **Profit:** The ends, but not the means.



- Your purpose must be big enough.
- · Your purpose must be clear enough.
- Your brand must be defined properly.
- Your brand must be communicated consistently & frequently across all **branding points**.



A branding point is any place where your brand touches people.

- -Staff
- -Community
- -Customers
- -Advertisers
- -Prospects



- Corporate Identity
- Telephone
- Facility (lobby, office, meeting rooms)
- Print
- Internet (website, social network)
- Presentations
- Promotion
- Other Communication





