



The Right Brand. The Right Connection.

Final Touch Marketing's **BrandConnector**© identity and awareness process is a proven and disciplined method for creating and implementing successful brand messages from value proposition to brand promotion.

Regardless of the nature of your brand and its complexity of engagement, the process remains the same.

The process is defined by distinct phases with logical beginning and ending points, which allows decision making at the appropriate intervals. The process, when done right, can achieve remarkable results.

Research & Analysis

- Clarify vision, strategies, goals, and values
- Research stakeholders' needs and perceptions
- Conduct an internal, competitive, technology, and legal audit
- Interview key management
- Evaluate existing brands and brand architecture

Brand Strategy

- Synthesize learnings
- Clarify brand strategy
- Develop a positioning platform
- Co-create brand attributes
- Present brand brief

Design Concept

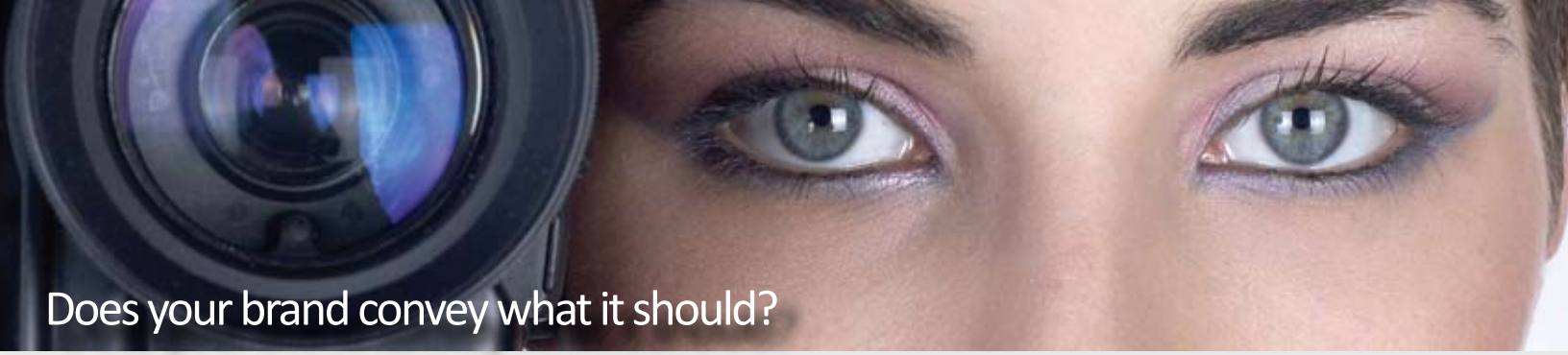
- Visualize the future
- Design brand identity
- Finalize brand architecture
- Examine applicability
- Present visual strategy

Brand Expression

- Finalize design solution
- Initiate trademark protection
- Prioritize and design applications
- Design identity program
- Apply brand architecture

Managing Assets

- Build synergy around new brand
- Develop launch strategy and plan
- Launch internally first
- Launch externally
- Develop standards and guidelines
- Nurture brand champions



Does your brand convey what it should?

What is a Brand?

The “Brand” is the promise, the big idea, the reputation and expectations that reside in each of your customers’ mind about your product and /or your company.

What is Brand Identity?

“Brand Identity” is the visual and verbal expression of a brand. On applications from business cards to websites, from advertising campaigns to fleets of planes and signage, brand identity increases awareness and builds businesses.

What is Brand Awareness?

Brand awareness is a common measure of marketing communications effectiveness. Unaided awareness is spontaneous; aided or prompted awareness is when the name is recognized among others that are listed or identified.

Why I Need Brand Identity?

On average, we receive over three thousand marketing messages each day. In each case, that message needs to differentiate itself from its competitors and gain greater market share. Survival of the fittest requires a brand strategy and a medium to express it. Brand identity is a critical strategy for accelerating success.

When Do I Need to Call a Brand-Expert Consultant ?

Businesses have an evolving need for brand identity and a brand awareness strategy. Here are just a few times when a brand identity expert is needed:

- New company, new product
- Name change
- Revitalize a brand
- Create an integrated system
- When companies merge

- Logo
- Advertising
- Sales Promotion
- Civic Marketing
- Public Affairs
- Public Relations
- Direct Mail
- Trade Shows
- Word of Mouth
- Telephone
- Networking
- Presentations
- Speeches
- Employees
- Products
- Services
- Publicity
- Business Cards
- Letterheads
- Web Banners
- Web Sites
- Voice Mails
- E-Mails
- Proposals
- Exhibits
- Packaging
- Signage
- Business forms
- Newsletters
- Publications

The Right Brand. The Right Connection.

Final Touch Marketing helps its clients transform their companies, products and services into essential, profitable brands. Brands that are meaningful and relevant to the markets they serve.

The right fit. Your brand deserves to be managed by a seasoned professional. Anything less is not an option.

The right fit. Your brand requires specialized processing. Because every business has its own needs and working culture, we stress building a business model which perfectly balances your company's needs and values. This approach has been very successful when serving high technology, textile, medical device, steel, and professional service industries.

The right connection. Final Touch Marketing's **BrandConnector**© process builds your **brand strategy**. It includes **research and analysis** of your vision, values, mission, value proposition, culture and more. **Clarification** of your core values and brand attributes. **Positioning** your differentiation, value proposition, and business category. Establishing your **brand essence** to include central idea, unifying concepts, key messages, voice and tone, and competitive advantages.

The right conclusion. You are a brand leader. It is important to perform a thorough audit of your company, product and / or service, your target market and competition. We do this to identify and establish a Position Statement (or strategy) whereby all future ads and communication materials are based. Doing so will reduce your marketing costs, maximize your brand awareness and enhance your customers' positive image of the new business.

Why does establishing, implementing and maintaining your brand play such an important role in your business' success?

1. A **brand** is the collection of perceptions about your firm.
2. Your Brand is your **promise**, the big idea, the reputation and expectations.
3. It provides recognition (**identity**) reducing the marketing cost.
4. It **articulates** your capabilities. Your customers identify your brand as capable of solving their problem.
5. It provides **top of mind awareness**. Especially at the elusive time of need.
6. It establishes **preference**, performance and emotional resonance, differentiation and substantiation.
7. It plays a significant impact on growing your **brand equity**.

Final Touch Marketing's BrandConnector© program also answers extremely important questions such as:

- How do I figure out what my brand strategy should be?
- What do I really need to know about differentiation?
- Where and when do graphic design, logos, taglines, and key messages fit in the brand equation?
- How do I grow from crafting my brand identity and key messages to actually getting known in my target markets? If I have limited budget and resources, how do I do it in a way that gets me the most bang for my buck?