

## A Brand Promise Affects Your Optimum Success

When it comes to growing business, many companies immediately think of issues involving inventory, sales, delivery and collection. Often the word “brand” is not considered. And yet this is *the* most important subject for any company, large or small.

A brand is much more than a name or a logo. It is more than the product, service or business. It is your **promise**, an **expectation** and ultimately an **experience**.

The strongest brands in the world, such as BMW, Sony, IBM and Fender own a place in their consumers’ mind. When they are mentioned, almost everyone thinks of the same things.

Fender is etched on the minds of every aspiring guitar enthusiast as all things rock ‘n’ roll. Just holding a Fender reminds me of the Beach Boys. Visualize a BMW and the first thing you think of is *The Ultimate Driving Machine*. These brands, just like yours consist of an assortment of attributes and values. To achieve your business’ full potential you must uncover, align and deliver on your **brand promise** with your customers’ **expectations**.

Your company’s values are what satisfies your customers’ experiences. Your features, such as machinery, tooling capabilities are just that - they are simply the *ante* for being able to participate in the game, not an experience.

Take a step back and look at your business from the customers’ view point. Can they instantly identify your promise? Is there a **relevant differentiation** or experience that places you ahead of your competition? Or are you just another “me too” company?

**The bottom line:** develop and implement a “**relevant**” **brand promise** whereby your customer can continually **expect** and interpret as a **positive experience**.

For help in establishing your most profitable brand contact Final Touch Marketing at (951) 676-6112.



Kenneth Dodd  
President

Final Touch Marketing has built a solid reputation by providing its clients results-oriented marketing services. Our focus is on establishing and implementing powerful, cohesive brand strategies enabling you to introduce, revitalize and support business growth.

Clients most often call upon us when they:

- Need a **seamless brand identity** requiring design services for marketing materials, direct mail, trade show, web site and more
- **Require business growth** to achieve organization vitality and to realize the objectives of investors
- **Lack differentiation** and need creative brand energizing
- **Desire a fresh approach** to remain relevant to its clients
- Lose **brand energy**, perhaps evolving into a mature category
- Engage in an **acquisition or merger**
- **Cannot cope with the complexities of the marketplace** because of multiple products, segments, geographies and distribution channels

**Don't forget: Your Brand is your promise to your customers of your big idea, reputation and client expectation. Your brand name and brand logo reminds customers of this promise.**

## Final Touch MARKETING™

30097 Via Velez Place  
Temecula, CA 92592

951-676-6112

kdodd@finaltouchmarketing.com

www.finaltouchmarketing.com