



BRAND IMAGE PLATFORM™ & STRATEGIC MARKETING AND BUSINESS GROWTH PLAN

THE TOOLS TO GROW YOUR BUSINESS AND CREATE WEALTH.

The first step to marketing success is to develop a strong foundation of your brand. Everything you communicate to consumers is a reflection on your brand. It is essential to convey a compelling, professional image to generate awareness and differentiate your brand from your competitors.

We can show you how.

We have created a proprietary process called *Brand Image Platform™* through which we identify critical components of your brand. It is a powerful process that can grow your business and generate huge market share and profitability.

Brand Image Platform™ identifies the *Core Competencies* of your business, *Primary Features, Benefits and Values*, and your most *Salient Selling Propositions*. You need to take customers through a *buying process*; from a point of unawareness to, to awareness, to interest, to a conviction to buy from you. When done successfully, this results in *Brand Loyalty*. We'll show you how to get inside the heads of consumers.

Branding has three components: *Brand Image* which we create, *Brand Identity* which is how the world sees you, and *Brand Equity* which is leverage of Brand Image and Brand Identity for profit in the marketplace. The methodology we employ identifies a number of key factors including, demographics and psychographics of your target audience, competitors and markets you want to target. *Most importantly, the Platform determines how we position you in the marketplace to meet your goals.*

Every element of your image must deliver a consistent, *Branded Image*; everything from your logo and print collateral, to advertising campaigns, direct mail, taglines, slogans and your Web site. Collectively, when done well, this has a powerful effect on the consumer.

*An additional benefit the Platform provides is focus for your organization. The Platform provides a common vision and vocabulary that underscores and infuses your corporate culture. The information helps you train employees by creating an *Operations Blueprint* for the future. It provides a shorter learning curve for newcomers to the organization and is the single most valuable resource you will*

rely on to generate Brand Equity. The deliverable distills your business down to its' essence.

Remember, everything consumers see and hear is part of your branding. This is the basis for creating *Brand Equity*. This is a proven process that will jump-start your business, build your brand, grow your market share and **MAKE YOU MONEY!**

BRANDING WORKS!

SUCCESSFUL ENTREPRENEURS KNOW THAT BUILDING A BRAND IS THE VITAL FIRST STEP TO BUILDING A BUSINESS AND CREATING WEALTH.

Case Study #1 - Real Estate Firm

Founded in 1973, this regional real estate firm began operations in a small office with one real estate broker. By 1988, the company had grown to thirty-five employees and had earned a modest degree of market share. Engaging a in *a concerted brand building initiative*, the company began a slow expansion over the next ten years, resulting in the relocation of its' main office to a larger facility and the opening of two additional offices along with the hiring of more than seventy-five additional staff and agents. *Continuing with a consistent branded advertising and marketing-initiative*, the company subsequently acquired several other regional firms for a total of twelve offices in two states with over 350 staff members and Realtors. The firm remains privately owned and enjoys a 70% market share of the luxury home market in the region, with annual sales in the hundreds of millions of dollars.

Case Study # 2 – Medical Device Manufacturer

Founded in 1985 in San Francisco this entrepreneur began operations working alone in a warehouse. Having identified a global market for his product and recognizing the ineffective marketing efforts of his competitors, he began a modest, yet aggressive marketing initiative. Modeling his brand building on Proctor and Gamble and Coca-Cola, things began to take off. Relocating to a larger facility in the early 90's and with an enlarged staff, the company engaged in *a concerted brand building and marketing initiative* resulting in explosive growth and the opening of additional facilities on the East Coast and the mid-west. By 1999, the company had become the third largest supplier of its' product in the world with annual sales revenue estimated at \$ 350 million dollars. The entrepreneur subsequently sold a majority interest in the company to a group of investment bankers for a reported payday in excess of half a billion dollars.

BRANDING + STRATEGY = SUCCESS

PLAN YOUR WORK. WORK YOUR PLAN.

The second part of the process is a *Strategic Marketing and Business Growth Plan*. An effective strategic marketing plan dovetails with your business plan, and when executed properly, provides a roadmap for future growth. At 1122 Marketing we take the concept of a traditional marketing plan to the next level. We identify specific opportunities for advancing your business. The Plan provides you with a detailed menu of *Marketing Communications Activities* in which to engage throughout the year and keeps you on track and within budget.

Once this foundational work is complete, we can help you with fulfillment of all of your marketing goals to grow your business and generate marketing mass. We are experts in all aspects of marketing communications.

We'll help you develop the distinctive *Brand Image and Marketing Strategy* you need for success.

Our principals have created award-winning work for innumerable clients for over fifty years. Clients tell us that we become trusted partners they can depend on for informed expertise. We're proud of that. We look forward to serving you.