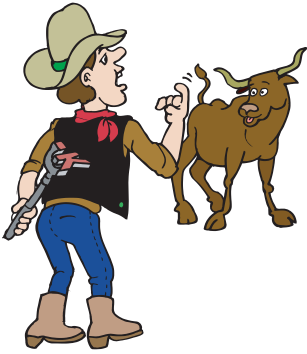


Branding, very much a buzzword today, is often confused with "corporate identity" or "corporate image." They actually have very different meanings:



Corporate identity refers to a company's name, logo, tagline -- its visual expression or its "look."

Corporate image is the public's perception of a company, whether that perception is intended or not.

**Corporate branding, by contrast, is a business process** -- one that is planned, strategically-focused and integrated throughout the organization. Branding establishes the direction, leadership, clarity of purpose, inspiration and energy for a company's most important asset, its corporate brand.

A CoreBrand conveys the essence, character and purpose of a company and its products and services. It's the heart and soul of the brand from which all outward expressions emanate. When effectively managed and communicated, the CoreBrand has tremendous power.

A brand becomes a CoreBrand when it has been defined, directed and understood by all audiences.

### **Brand Identity**

A unique set of associations that the brand strategist aspires to create or maintain. These associations represent what the brand should stand for and imply a potential promise to customers. It is important to note that a brand identity refers to the strategic goal for a brand; while brand image is what currently resides in the minds of consumers.

### **Brand Value**

The monetary premium that results from having customers who are committed to your brand and willing to pay extra for it. The financial value calculated or determined to be attributable to the brand, apart from other tangible assets.

### **Brand Value Proposition**

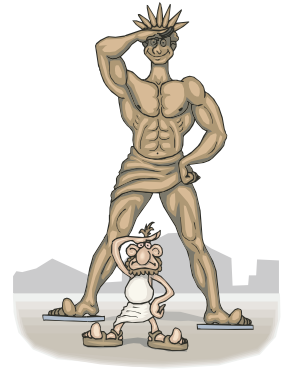
The functional, emotional, and self-expressive benefits delivered by the brand that provide value to the customer: provides the rationale for making one brand choice over another.

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"Core Benefits" are the benefits that the consumer already expects to receive from a product like yours. This is the list of "what's important to the consumer." "Core Benefits" are more than the essential product benefits. The core benefits of today's cellular phones include much more than the possibility of conducting a conversation while you're in motion. Everything that the consumer has already come to expect from the product is included in the core benefits. These are the benefits that all of your competitors offer, because they compose the essence of the product and it is impossible to compete in the market without them.

LIST YOUR **CORE BENEFITS** HERE:

Is Your Brand Message Confused?  
It's A Fine Line Between INSPIRATION and IMITATION.  
Companies must STAND out without STICKING out...  
We help take your brand from TIRED to INSPIRED !



Brand development takes years NOT months to truly be effective you must MIX advertising vehicles to deliver your message.

Promotional products are a truly effective targeted venue that can replace your company presence when you CANNOT be there.

Ex: In the shower, in their car, on their desk.

The item (FUNCTIONAL AND TANGIBLE) can remind them of you when their need for your product or service arises.

A good employee motivational campaign with the use of promotional products developed by professional will NO DOUBT, lead to strengthening your brand.

It is critical to realize that branding goes far beyond logo colors, font styles and employee uniforms.

IT DOES INCLUDE

Company policies and procedures

Quality of raw materials

Employee image

Displays, signage, lighting and the smell of your establishment

Customer service experiences

Public Relations

Charitable Contributions and Sponsorships

DAILY ACTIONS...not just beliefs TRULY reflect the SOUL of your brand.

Brand LOYALTY is built on trust in the claims of your brand image.

WHAT you say, WHERE you say it and HOW you say it are more important than how MANY people you say it to.

QUESTIONS TO CONSIDER TO SELECT THE RIGHT PROMOTIONAL ITEM TO DISTRIBUTE WITHIN YOUR BUDGET...

What is your maximum budget?

How many items do you need?

Are all the recipients 100% the same demographic?

Can you split the budget 80/20 to better reach your market?

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