

**BOB**



BOB, short for Band of Branders, is a new kind of marketing communications outfit. Not an ad agency, public relations firm or a management consultant firm (although we've worked with the best of them).

BOB is a team of seasoned "pros," from a variety of marketing disciplines, joined together by a common goal: to do smart and effective work for clients who want results – work that's on target and on budget (whatever the budget happens to be) and to have fun doing it.



So what can this BOB  
do for me?

In a few words, add value to your brand. We can provide any or all of the branding services you need, using a sort of “SWAT Team” approach (no B.S., just results). No matter what project you hire us for, you get “Branding Built In.” We convey the essence of your brand with images and words that convey your company’s true personality and unique selling proposition. At BOB, we understand the importance of branding – and believe that every communication, whatever the medium, should include strong brand identity. That’s ultimately what sets you apart from the competition.



**So why BOB? And exactly what can BOB do for us?**

**BOB can help you get results, in other words:**

- ✓ **Increase revenue and/or profits.**
- ✓ **Enhance company valuation.**
- ✓ **Capture marketshare.**
- ✓ **Create awareness.**
- ✓ **Launch companies/products/services.**
- ✓ **Facilitate better decision-making.**
- ✓ **Enhance speed-to-market.**



**So who have these  
guys worked for?**

Amblin Entertainment • American Airlines • American Express  
Apple • Almaden Vineyards • Anyloan.com • Arby's • Aramark  
Ariba • AT&T • Autobytel.com • BBDO • Becks Beer • Ben Gay  
Blue Cross & Blue Shield • Buick • Buy.com • Carrows Restaurants  
Carta Blanca Beer • Cherokee • Chevrolet • Chiat/Day • Churches  
Chicken • Citibank • Clairol • Cleveland Golf • Coca Cola  
Compaq • Dash • Dial Soap • Denny's • Dollar Rent-a-Car • Direct TV  
Disney • DreamWorks SKG • El Torito • Ericsson • Excedrin • FCB  
Fox • Fujitsu • Gallo Winery • Gateway • GE • GeoLogistics  
Grand Marnier • Grey Advertising • Herbal Essence • HP • IBM  
In-N-Out Burgers • ITT • Johnson & Johnson • Kahlua • Kodak  
Kohler • Kraft • Kirshenbaum Bond & Partners • LA Tourism  
Lehman Brothers • Liberty Mutual • Mag-Lite • MasterCard  
McCann-Erickson • Mexicana Airlines • MGM • Mitsubishi  
Motorola • NBC • NEC • New Line Cinema • Oil of Olay • Oneida  
Pabst Beer • Palm • Paramount Pictures • PeopleSoft • Pfizer  
Philips • Pioneer Stereos • Popeye's Chicken • Qualcomm • Raid  
Ralph's Grocery • Ralph Lauren/Polo • Revlon • Samsung • Sega  
Sears • Shakey's • Sheraton Hotels • Shout • Singapore Airlines  
Sony/Sony Pictures • Stokley/Van Camp's • Subaru • Taco Bell • Timex  
Torre Lazur/McCann • Toshiba • Toyota • Transamerica • Tri-Star  
Pictures • 20th Century Fox • Universal Pictures /Universal Studios  
UPS • UTA French Airlines • Vespa • Volvo • WD-40 • Western Digital  
Wienerschnitzel • Xerox • Yamaha • Young & Rubicam • Zenith



**Does their stuff work?  
I've got to show results.**

**Results is what BOB is all about. (We'll be more than happy to furnish detailed case histories.)**

**Our work has won EFFIEs (the award given by the marketing industry for proven effectiveness, improved sales, and market share growth).**

**And we don't believe you necessarily have to outspend the competition to outperform them. It's "outthinking" them that counts.**



Yeah, but how  
creative is BOB?

Apparently, we're **very** creative. We've won virtually every major creative award in the business (more than 2500) – for everything from print to broadcast to direct marketing to the Web. (We don't like to brag, but we'll be more than happy to show you the trophies.)



What does BOB do that others don't?

“Branding Built In” is our value proposition.

No matter the project, and at BOB's expense, we assign a Band of seasoned pros from the various disciplines to ensure BOB's solutions to your project can be extended into all forms of communication.

In short, BOB enhances your marketing efforts while adding value to your brand.



**I need specifics.  
What kind of projects can  
they help me with?**

Well, for some who need to start at the beginning, BOB has a series of Branding Workshops that helps define “positioning,” “value proposition,” “messaging,” and “strategy alignment,” where BOB helps clients align their management, employees, customers and potential new customers.

No matter what kind of assignment you give us, strategic planning, quantitative or qualitative research, product marketing, investor relations, collateral, interactive, direct marketing, ethnic marketing, public relations, promotions, or advertising (in any media), BOB gives you a lot more, namely a stronger brand using “Branding Built In.”



**What's it like to work  
with BOB?**

BOB has many advantages that make work easier and can save you time and money, including:

- ✓ Single point of contact.
- ✓ Truly, seasoned pros.
- ✓ All your brand marketing needs.
- ✓ Pay for only what you need.
- ✓ Fast, flexible, service-oriented Band.
- ✓ All the creative resources you need.
- ✓ Money Back Guarantee.



Can we afford BOB?

Absolutely. Because one of the advantages of working with BOB is you only pay for the services you use and the people who work directly on your business.

We never make you pay for expensive overhead – we don't have any expensive overhead. Best of all, you not only get what you pay for – you get a lot more.

You get top talent working on your brand – but not at top dollar.

With the added bonus of a money-back-guarantee.



For everything else you need to know,  
visit [www.bandofbranders.com](http://www.bandofbranders.com).

Or call BOB for a free Brand Audit or  
lunch to talk about your needs.



Now that you know the reasons "why BOB," I have one question for you.

Why in the world not?

BOB will meet you anytime, anywhere... Atlanta, Austin, Boston, Chicago, Dallas, Denver, Hong Kong, London, Los Angeles, Mexico City, New York, Phoenix, San Diego, San Francisco, Seattle, or *wherever* you need BOB.



**Band of Branders**

**B R A N D I N G   B U I L T   I N**

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