

BOB's

Branding Built In Advantage

All marketing and sales programs require “Branding Built In.” BOB understands the importance of branding – and believes that every communication, whatever the medium, should include strong brand identity. Toward that end, BOB developed a proprietary process, known as “Branding Built In,” based upon what BOB has learned from the “best-of-the-best,” including marketing approaches created by P&G, Chiat/Day, Grey Global, Landor, McCann Erickson Worldwide and Siegel & Gale. The process defines product/service Brand Positioning, Value Proposition, Sales Strategies and Brand Messaging Strategies.

Following is an outline for a basic Branding Built In workshop.



BRANDING BUILT IN

BOB's Brand Positioning Process

Company Business Plan +
Marketing & Sales Resources =
Revenue & Shareholder Goals

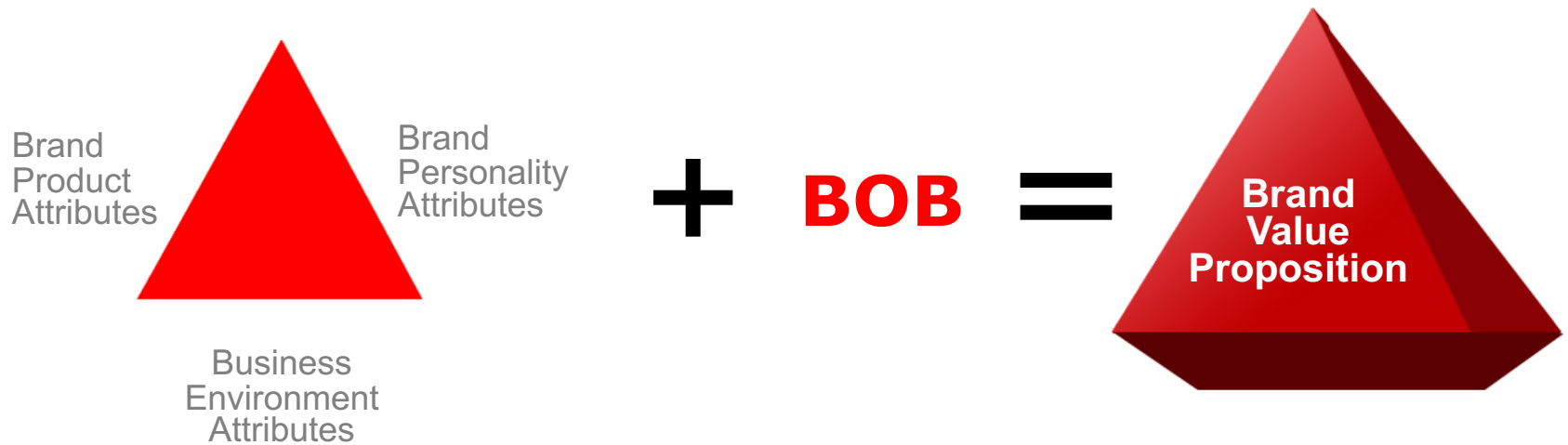


- √ Understanding management current needs and future desires is key to positioning.
- √ Positioning is the art of finding your unique spot in the market square.
- √ Management teams bring a unified purpose and foundation that increases your company morale and marketing momentum to build sales.



BRANDING BUILT IN

BOB's Brand Value Proposition Process

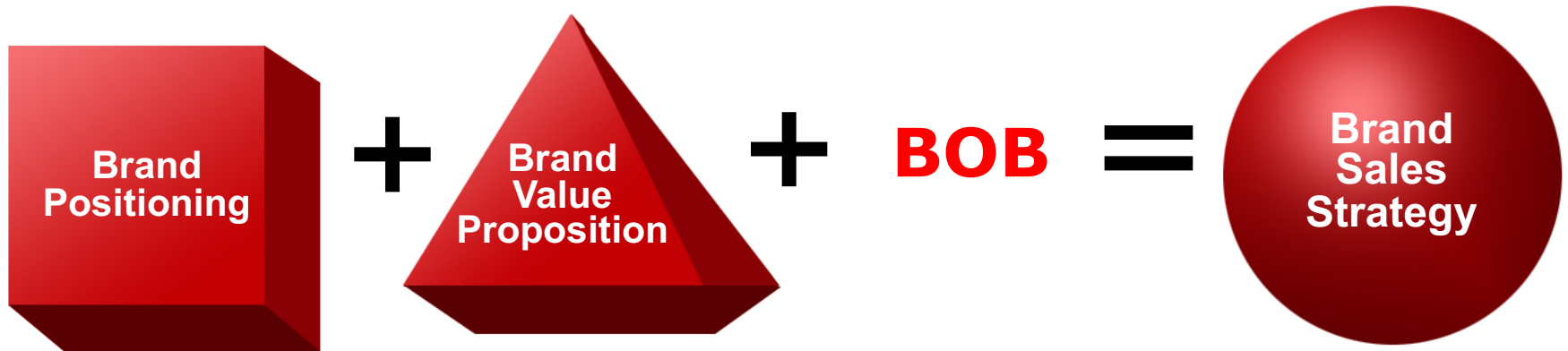


- √ The Brand Value Proposition defines what form of product/services packages will sell to what target audiences and markets for a premium price.
- √ The Brand Value defines what to do and where to leverage marketing expenditures and sales force resources to increase profits and enhance shareholder value.



BRANDING BUILT IN

BOB's Sales Strategy Process

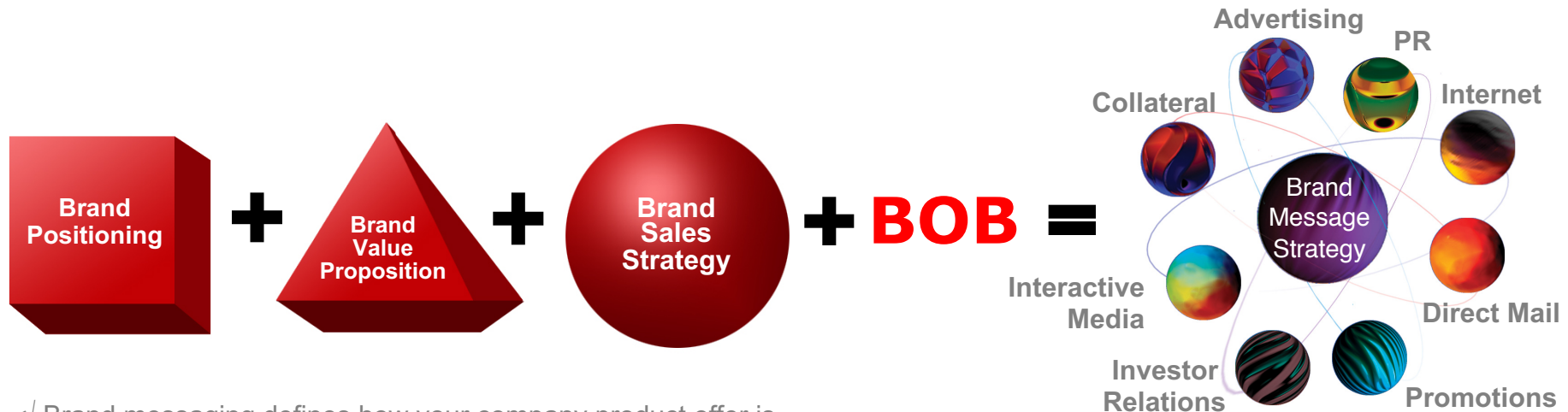


- √ Brand Sales Strategy defines markets, audiences, distribution, pricing, customer service, warranty, sales force structure, sales presentation and collateral needs.
- √ Brand Sales Strategy Messaging combines a set of differentiating promises that connects a company to its various target audiences and markets with a benefits to buy.
- √ The Brand Sales Strategy assures consistent expression of your company's benefits and values, which enhance customer loyalty and keep you top-of-mind.



BRANDING BUILT IN

BOB's Brand Messaging Process



Integrated Brand Communications



BRANDING BUILT IN

- √ Brand messaging defines how your company product offer is -
 - 1) Relevant; 2) Differentiated; 3) Credible; 4) Sustainable;
 - 5) Breaks thru to the target audiences and markets
- √ A brand centric approach leverages its media neutrality to define the most cost effective mix of marketing communication components.
- √ BOB's "Brand Building" approach saves your company time and money.
- √ "Branding Built-In" with all corporate initiatives will enhance your revenues, profits, awareness, marketshare and valuation.



BRANDING BUILT IN