

STRATEGIC BRANDING  
FOR CORPORATE GROWTH



**BRANDSYNC**  
*The Power of Strategic Focus*

# STRATEGIC BRANDING FOR CORPORATE GROWTH

## BRANDSYNC SPECIALIZES IN SYNCHRONIZING

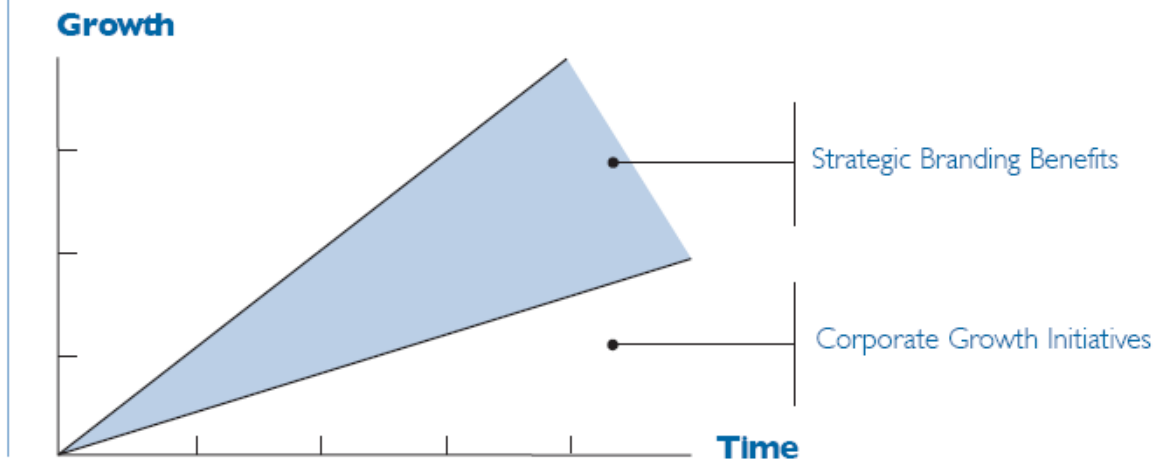
client operations and communications with a powerful and focused brand identity. BrandSync has helped Fortune 500 corporations, middle market companies, associations, municipalities and not-for-profit organizations achieve business growth through our unique processes of Brand Synchronization and Brand Implementation.

BrandSync's advisory approach is neutral to media, creative and organizational biases—so our recommendations are always objective and aligned with our clients' best interests. BrandSync's innovative solutions are scalable and flexible so that they fit within budgetary and operational requirements. Within the Brand Synchronization and Brand Implementation service areas, BrandSync provides a comprehensive array of strategic branding services including research, planning, organizational alignment and communications.



# CORPORATE GROWTH

BrandSync Strategic Branding services are designed to produce sustainable revenue growth over time and complement your existing corporate growth activities.



## STRATEGIC BRANDING BENEFITS

**Differentiation:** Customers see you as not merely as a good choice, but the only choice to best meet their needs

**Clarity:** Brand platform and messages that communicates your unique value in a clear, concise and compelling manner

**Growth:** Leverage brand position to increase market share and wallet share

**ROI:** Balance the amount of investment required with potential payback to ensure that growth is sustainable

**Alignment:** Align the organization and its operations to ensure that it can meet the brand promise day in and day out



# BRAND SYNCHRONIZATION

## 1 Brand = Expectation of Performance

Building brand value requires synchronizing the interests and expectations of three core groups: the *Organization*, the *Market* and the *Stakeholders*.

## 2 The Domain of a Synchronized Brand

Resides at the intersection of:

- The value an *Organization* delivers day in and day out
- What the *Market* wants most
- The return *Stakeholders* expect

## 3 The Value of a Synchronized Brand

- Unique and Focused Brand Position
- Unified Graphic Identity
- Aligned Organization to Meet the Brand Promise
- Brand Marketing ROI
- Increased Market and Wallet Share



# BRANDSYNC SOLUTIONS

## Brand Synchronization

Complete end to end solution that synchronizes communications and operations with a powerful, focused brand identity to drive sustainable growth. Delivered through a Strategic Branding Study, the solution includes:

- **Internal Analysis and Brand Audit** to hone in on core brand values and attributes of an organization and the target markets it serves
- **Market Research** with customers and prospects to isolate which brand values and attributes drive purchase behavior
- **Market Analysis** to reveal both the market opportunity and competitive constraints for the brand
- **Organizational Analysis** to reveal gaps in brand fulfillment and recommendations on how to close them through operational and organizational alignment
- **Brand Messaging Platform** containing the brand essence, positioning, emotional and rational purchase drivers and key messages for target audiences
- **Growth Blueprint** to chart strategies, tactics, budgets and measurable goals
- **ROI Model** to track and measure the return on brand marketing investment

## Brand Implementation

A menu of services that can help an organization implement strategic branding growth initiatives or supplement their own brand marketing efforts:

- Internal Branding
- Market Research
- Market Planning and Development
- Customer Segmentation
- Integrated Market Communications
- Naming and Name architecture
- Brand Design



# SOURCES OF BRAND VALUE

**Our systematic, inclusive and consensus-building approach delivers value across an organization.**

<b>MARKET SHARE</b>		<i>Unique brand position highly valued by customers, providing a powerful competitive advantage</i>
<b>WALLET SHARE</b>		<i>Increased loyalty and longevity of customers and greater share of customer wallet</i>
<b>REVENUE GROWTH</b>		<i>Integrated marketing communications that leverage brand value, increase awareness and perception and deepen the sales pipeline</i>
<b>RETURN ON INVESTMENT</b>		<i>Brand marketing profit model based upon how money is made to ensure the appropriate level of return</i>
<b>PRODUCTIVITY</b>		<i>Identification and elimination of brand performance gaps to enable the delivery of the brand promise</i>



# CLIENTS

## CLIENT

## BRAND POSITION

## REFERENCES

### Insurance Services



"Expertise"

"With the assistance of BrandSync, we have been able to bring the interests of our eight business units together in support of the development of our corporate brand. This is Markel's first foray into corporate branding and we are pleased with how the whole corporation has become focused on a clear definition of what the Markel brand is all about."

*Alan I. Kirshner  
Chairman of the Board  
and Chief Executive Officer  
Markel Corporation*

Revenues: \$2.5 Billion  
EBITDA: \$280 Million  
NYSE: MKL

### Manufacturing



"Partnership"

"QubicaAMF is a true alliance of two bowling industry leaders. We knew we had to have a focused, smart strategy in place as we launched the new company. The research, analysis and recommendations of BrandSync were essential to defining the right strategy-one that reflects our new venture and positions us for rapid growth."

*John Walker  
Chief Executive Officer  
QubicaAMF*

Revenues: \$170 Million  
EBITDA: \$20 Million  
Privately Held: Code Hennessy  
and Simmons

### Consumer Goods



"Protection"

"In the period of one quarter, BrandSync gave us the shot in the arm we needed to organize around a plan for sustainable growth and to build a compelling brand identity for our newest and most successful product."

*Mark Wauford  
President  
Waubridge Specialty Fabrics*

Revenues: \$1 million  
(Year 1 Start Up)  
EBITDA: NA  
Privately Held: PreCon, Inc.



## CONTACT INFO

**BrandSync leverages a cross-disciplined team of research, planning and creative experts to deliver corporate growth solutions to its clients:**

### **Rob Martin, Managing Director**

Rob manages operations and supervises accounts for BrandSync. Prior to founding BrandSync in 1999, Rob managed research and planning projects for regional and national brands in a broad range of industries at Alan Newman Research, a division of the Martin Agency. Rob holds a Master's degree from Virginia Commonwealth University and an undergraduate degree from Middlebury College. He currently serves on the boards of the Jamestown-Yorktown Foundation, Inc. and Goochland Fellowship and Family Service.

### **BrandSync**

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