

## MESSAGES 1<sup>ST</sup>

**DISCOVERY:** An internal brand team of no more than five members will meet with us for a kick-off meeting. An assessment of the current brand, including in-firm interviews and audit of current materials and communication methods will be done.

**RESEARCH:** Your brand message will be based on research with clients, prospects, referral sources and the general related community. Findings will be compared to the brand messages and methods of your top three competitors. *Optional: Secret shopping of competitors.*

**THEMES:** Both your key messages and major competitive differentiation will be distilled and presented to your brand team. *Optional: Taglines.*

**VERIFICATION:** Your brand messages will be checked and maximized by a client focus group.

**FINAL APPROVAL:** By your brand team and leadership team.

**INTEGRATION:** Key message training will take place to get each team member on the same page and fluently using your messages in conversations and sales opportunities.

## VISUALS 2<sup>ND</sup>

**VISUAL STRATEGY MEETING:** The brand team will convene to set up the strategy for the visual brand.

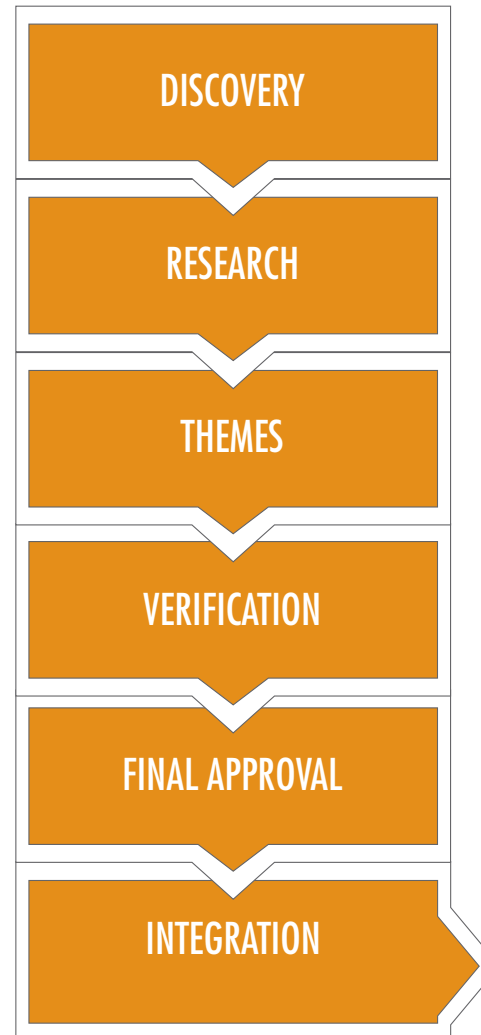
**CONCEPTS:** Our design team will come up with concepts for your review.

**VERIFICATION:** We verify the design concepts with either an internal or external focus group.

**LAUNCH:** Plans will be made to launch the new visual brand both inside and outside the firm.

**ADDITIONAL LAUNCH OPTIONS:** Launch assistance and implementation, brochures, newsletters, advertising campaigns, websites and lead generation campaigns.

## MESSAGES 1<sup>ST</sup>



## VISUALS 2<sup>ND</sup>

