

# Branding: the development of strategies and tactics that create an aura of prominence – on the way to dominance – in the marketplace... **B R A N D I N G**

**“Brands are recognized as being one of the most stable corporate assets.”** Our goal is to partner with companies and individuals to create and sustain long lasting wealth creators. We go way beyond the usual brand identifiers like Corporate Identity and Packaging to brand every aspect of the BrandCHAIN™.

**COGENSIS** provides complete management of the entire creative process from the original idea, through R&D to launch and customer sales. We act as your partner in Business Planning and execution of Sales & Marketing strategies. If you would like more information on outsourcing some of your business functions please contact me directly. *“We have the creativity and experience to understand your business, and to bring new ideas and strategic options for your future success.” John Fewster - Principal*

## Successful International Branding...

requires top-to-bottom commitment of all a company’s team members and is attained by sustaining a consistent and congruent program of promotion and development. Success is maintained by the constant vigil of customers’ requirements vs. competition strategies. Searching for new product applications as well as modifications to meet arising opportunities and challenges. Aggressively protecting the brand’s image and stature in the marketplace.

## The Rule of “C”

Successful International Branding is accomplished by obeying the Rule of ‘C’, which occurs when a company embraces and actively pursues the elements found in the following:

**Customers First** – This means that your primary focus is satisfying the customer’s expectations for your product or service and earning their loyalty to your brand.

**Clear and Concise** – Any message the prospect or customer

## S E R V I C E S

BRANDING

IDENTITY

GRAPHIC DESIGN

MARKETING COMMUNICATIONS

TRADE SHOW PLANNING

CORPORATE AND PRODUCT VIDEO

PACKAGING

ADVERTISING

VIRTUAL OFFICE & MARKETING DEPARTMENT

WEB DESIGN

MARKET RESEARCH

BUSINESS PLANS

INTERNATIONAL AND DOMESTIC DISTRIBUTION CHANNELS

Strategic Brand Management, strengthens and drives a brands’ sustained profitability.



receives should be Clear in its content and purpose. Being Concise is being respectful of the customer/prospect with regard to the use of their time to get your messages across.

**Communication** – Every action and interaction your company has with a customer – from the executive offices down to the worker on the plant floor – should be focused on maintaining the customer’s faith and loyalty in your endeavor.

**Creative Thought** – This refers to creating a life for your products that incorporates easily recognized logos, names and general themes for their promotion. This means allowing people to ‘think outside the box’ to come up with those dynamics that are going to set your company apart from the competition.

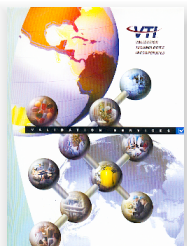
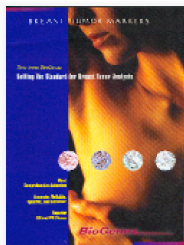
**Congruence** – Everything you do must be scrutinized to assure that such things as instruction manuals, directions, promotional materials for other products, do not diminish all your other efforts.

**Consistency** – Your customers expect – and deserve – your company to maintain the standards you established when you pursued their business. Too often, companies neglect to raise their performance after a customer has been acquired. They focus instead on the uncommitted prospect without realizing the increased sales satisfied customers can direct toward them. Word of mouth is still the most powerful advertising tool.

**The Road Ahead**

New or young companies, of course, have a gentler path to go getting their brand successfully recognized. They can establish the program without having to compete against a long history of spotty or inconsistent efforts in this realm. The older the company, the more bad habits and bad attitudes may have become inculcated within the team. Regardless the company’s age, much research and thought will be required to raise a company or a product to a place of prominence in the marketplace. This means that the first order of business is a point-blank, honest survey of where your company is in relationship to where it wants to be. That is one of the things COGENSIS does as part of their Brand Mentoring Program. Along with members of your staff, we develop the parameters and questions the survey will include. We also monitor the progress of those doing the survey to assure all criteria are adhered to and that the results will be meaningful toward developing the internal and external procedures to get the branding program off to an efficient start. COGENSIS monitors all the facets for a period of time to help the company to fine-tune its programs in order to reach the objectives within an agreed upon time frame.

For more information give us a call or visit our web site.



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