

Brand Marketing Landscape (Across All Relevant And Appropriate Touch-Points For Target Audiences)



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- Brand Positioning & Strategy
- Verbal Branding
Company, Product, Service naming and Nomenclature systems
- Core Brand Identity / Logo
- Visual Elements
(Icon, Mark, Graphics, Image, Colors, Typography)
- Verbal Elements
(Tagline / Slogan, Descriptor Line)

Brand Expression
Physical World



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- Business Cards
- Brochure
- Menus
- Media & Presentation Kits
- Direct Marketing Materials
- Book Covers
- Business Papers
- Flyers
- Banners
- Vehicle Signage
- Promotional Items
- Labels
- Rack Cards
- Newsletters
- Signage
- Stamp
- Note Card
- Envelopes
- Data Sheets
- Presentation Folder
- Event Marketing Materials
- Building Signage
- Packaging
- Website Branding

Brand Expression
Virtual World



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- Website Development
- Internet Marketing
- Joomla Custom Development
- Search Engine Optimization
- Twitter, Facebook, Linked In, YouTube

Brand Communications
Physical & Visual



- Corporate Strategic Planning
Mission & Values
Situational Analysis
Goals & Objectives
Organizational Design
Change Management
Team-Building
- Marketing Strategy & Plans
Print, Television, Radio, Online Channels
Digital: eNewsletter & eMail
Website Integration Into Campaign
Mobile Devices Integration Into Campaign
Social Media integration Into Campaign
Public Relations
Events
- Public Relations
Customized PR & Marketing plans
Media Relations & Messaging
Media Database Management
Media Training
Media Kits
Media Tours (Market-Specific & Satellite)
Press Releases & Distribution
Social Media Press Releases
Backrounders & Bios
Byline Articles
White Papers & Fact Sheets
Article Reprints
Customer Referrals & Testimonials
Speaking Engagements
Personal Makeover & Enhancement
Photography Sessions
- Events
Corporate Event Planning
Event Sponsorships
Event Marketing
Product Launches
Trade Show & Conference Support
Special Events Management
- Social Media
Online Videos & Podcasts
Social Media Specific Press Releases
Blog Development & Maintenance
Social Media Campaigns
(Twitter, Facebook, YouTube)
Mobile Devices Ads



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Innovative Brand Marketing

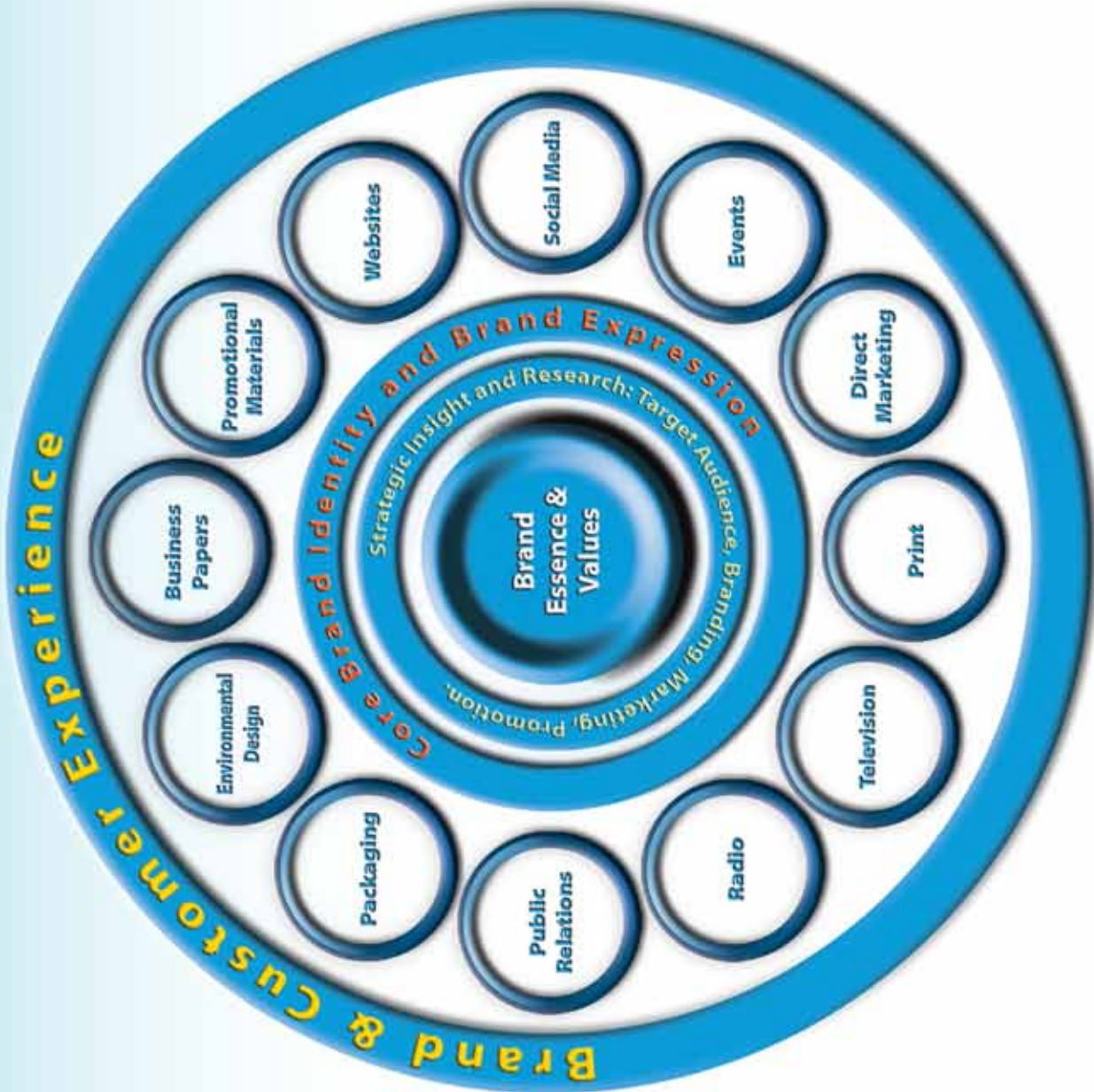
Express Your Brand's Unique Potential

BRAND: CREATION • EXPRESSION • MARKETING • EXPERIENCE

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CUSTOMER TOUCH-POINTS



BRAND MARKETING HUI PARTNERS



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