

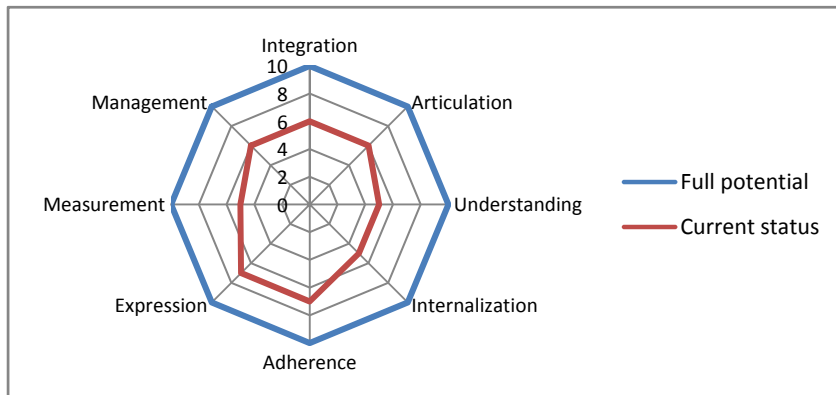
Special Offer for website visitors

*A Brand is a terrible thing to waste.
Where does your brand need the most work?*

Over the course of many years of extensive research into what makes successful brands successful and what makes strong brands strong (in conjunction with “best practices” institute the *Center for Brand Excellence*), we have isolated eight specific factors that influence brand success.

We’ve created an easy to understand tool, driven by sophisticated comparative analysis, called the **BrandActivationsm Evaluation** that we use to measure a brand’s current status versus its full potential, providing a view into exactly where the brand may require work or attention.

The **BrandActivationsm Evaluation** can pinpoint areas requiring immediate focus and also provide reassurances where the brand is performing well. This can save you precious time and resources and allow you to address your brand’s greatest needs that



will yield the most impactful returns. In this full report, you’ll get an accurate assessment of your brand’s impact today versus a fully activated state, with a complete description for each factor. It will indicate where you need to focus your time and resources to get the most from your brand. Some of the

knowledge you’ll gain includes how to better coordinate marketing efforts, how to get better performance by aligning your staff around the brand promise, and how to increase brand appeal, to name a few.

This evaluation is typically valued at \$25,000 - \$30,000. We’re offering this evaluation to a select number of participants for a limited time at a fraction of that cost. No other firm provides this type of analysis or is willing to offer this valuable evaluation to the market at below-cost.

Give us a call for more details and learn about this incredible offer on this valuable insight.