

**You get just
one chance
to make a
first impression**

A picture is

worth 1,000 words

**Perception
IS
reality**

A happy customer

is silent;

an unhappy customer

tells the world.

Never, ever, ever

forget the human factor

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Building

Your

Brand



Nobody knows who we are.

Nobody knows who we are.

Nobody knows who we are.

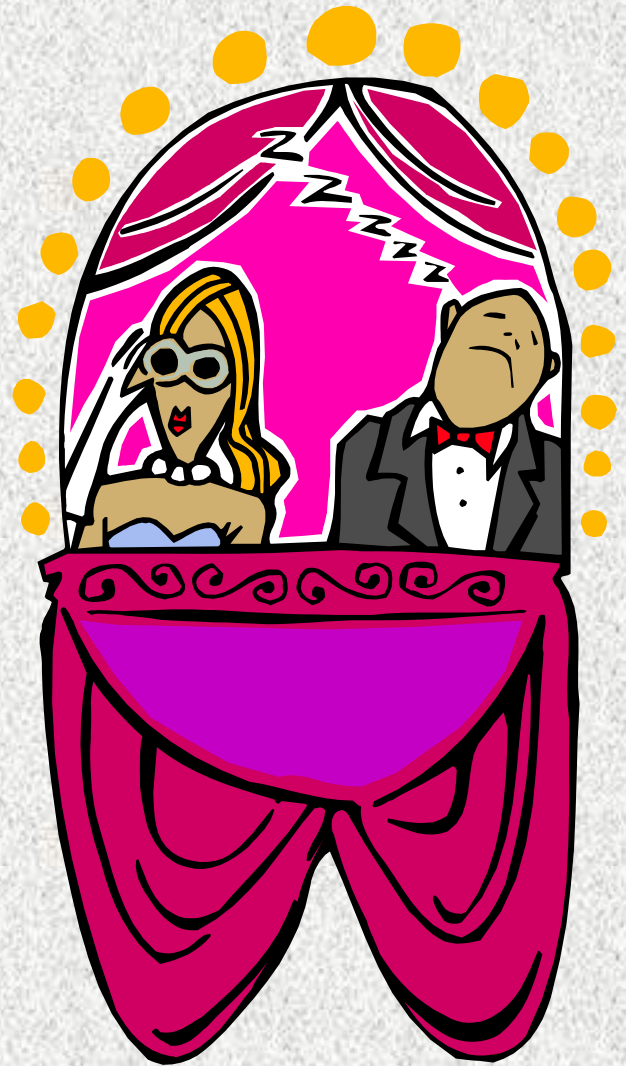
Nobody knows who we are.

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Nobody knows who we are.

Nobody knows who we are.

**Why
should
they?**



My advice is free.



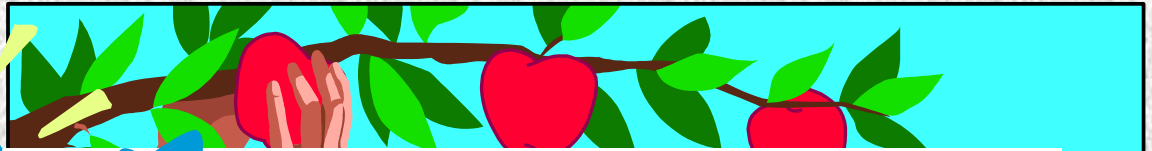
What you pay
for.

If you can, get
professional help.

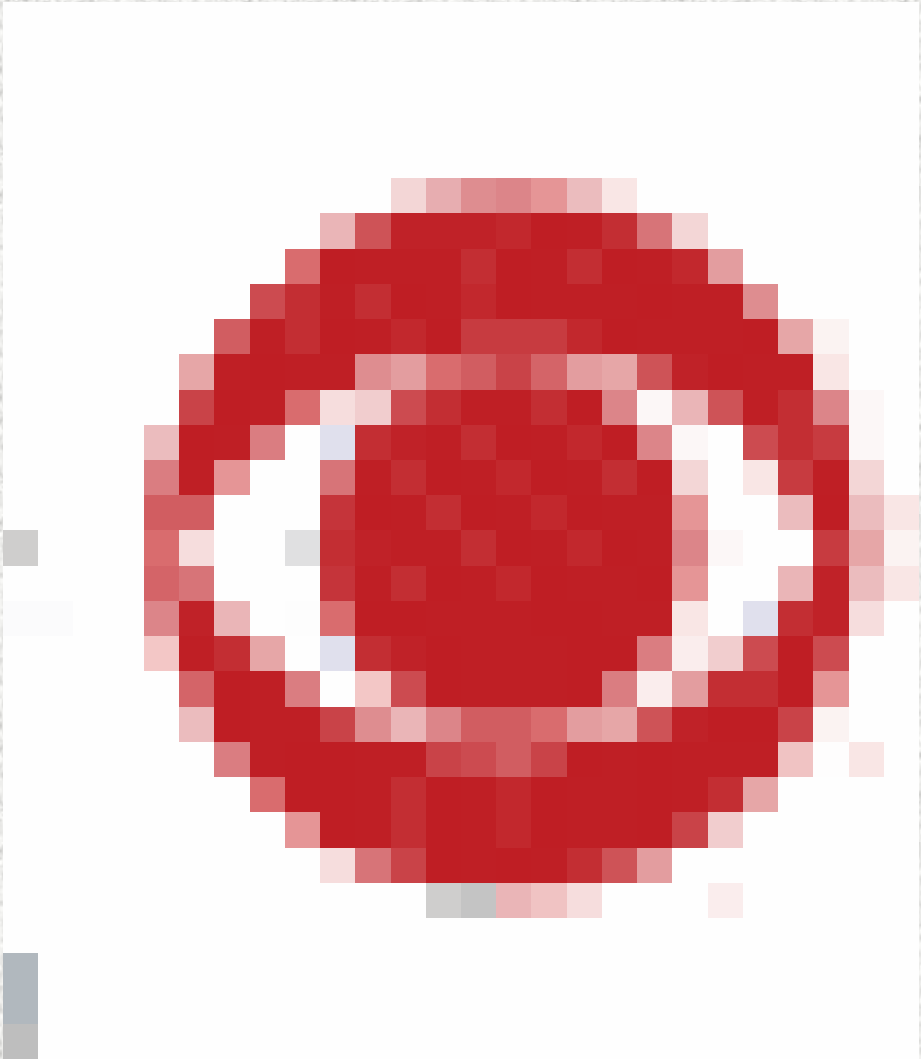
...back to the program...

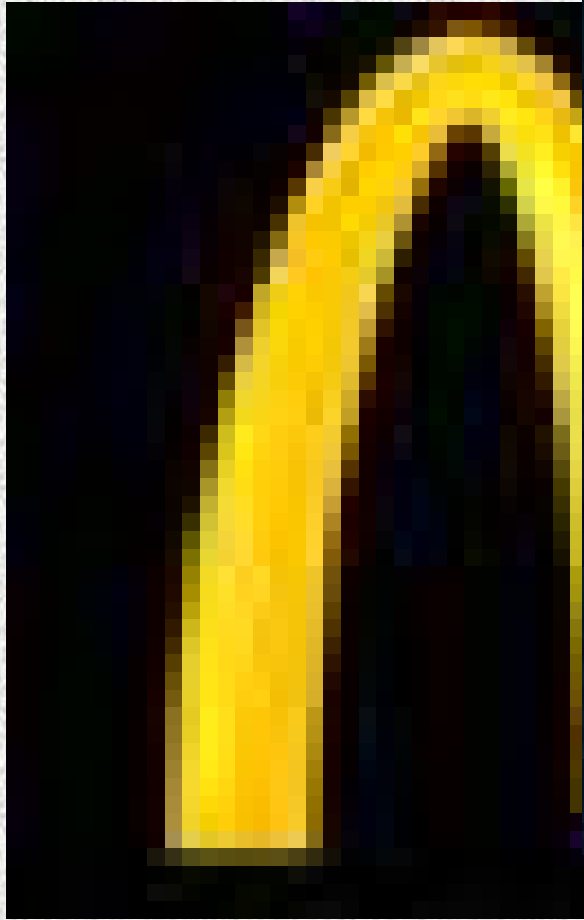
Who
are
you
talking
to?

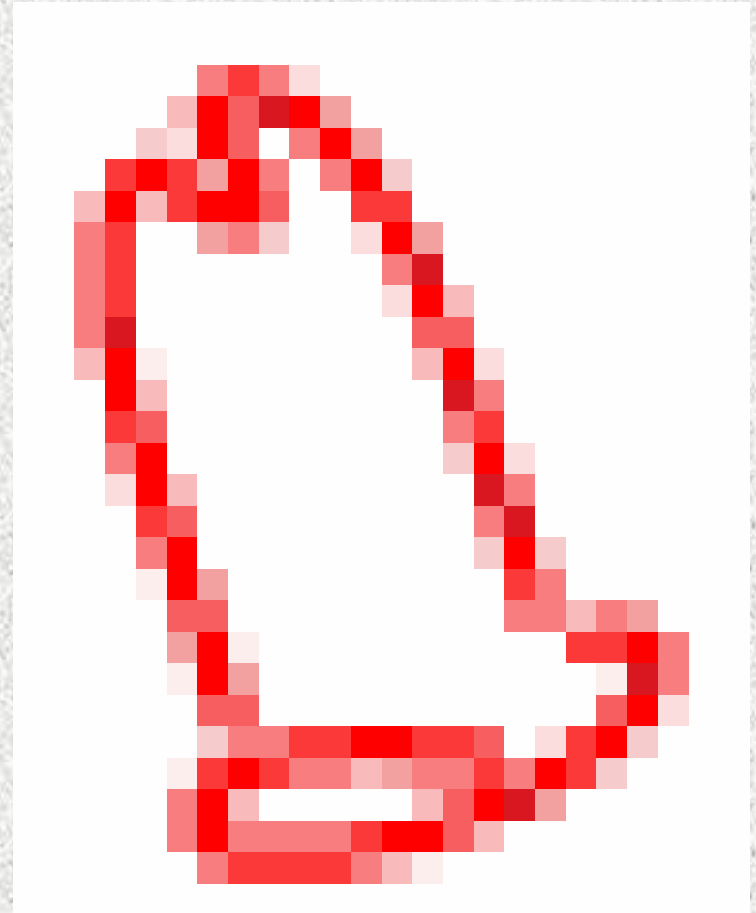


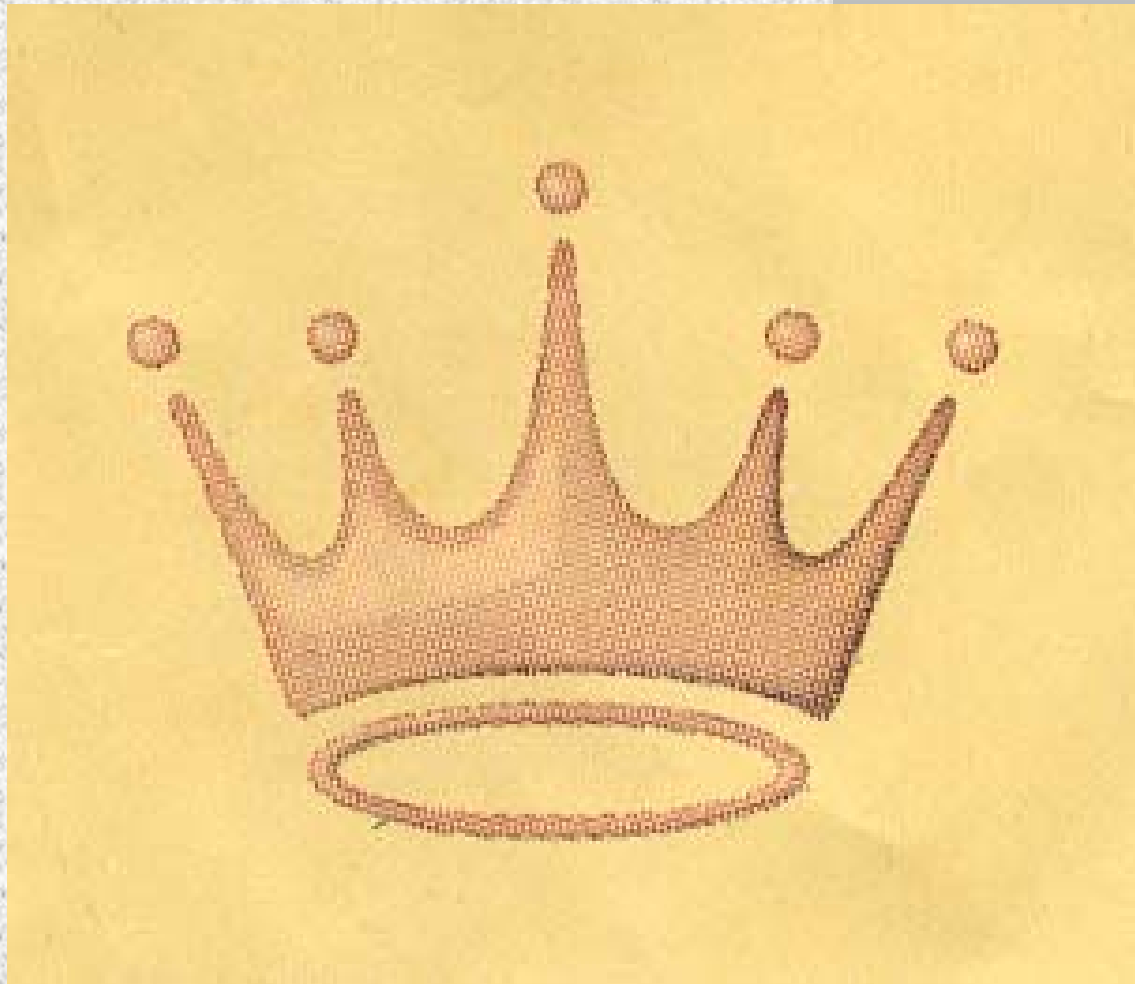


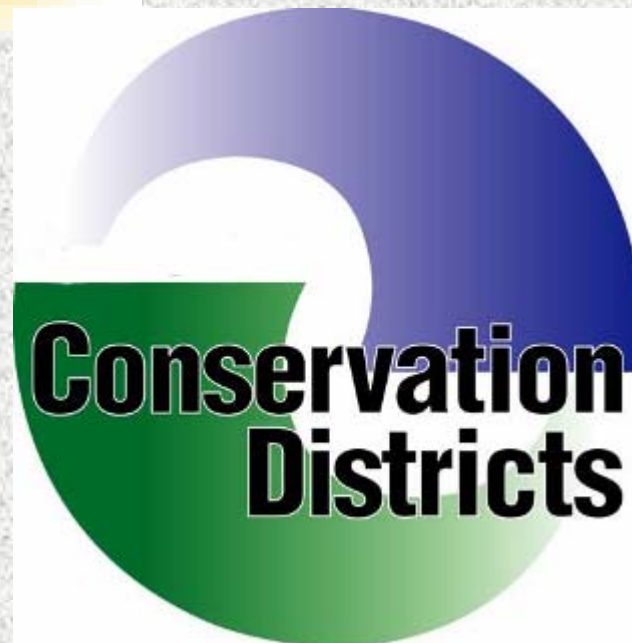
Who
are
you?











What's your message?

A successful company engages you in human communication.





They treat you like a person, using personal and relevant communications with a twist of humor.



Brand building not only reaches your brain, it touches your heart, even if your customers are wearing suits.



NRCS

Natural Resources
Conservation Service

Helping People Help the Land



**conserving
natural resources**
for our future



A cleaner environment, naturally.

CLEAN CLEAR CONSERVATION

PO Box 275 • Pierre, SD 57501 • 800-729-4099 • www.sdconservation.org

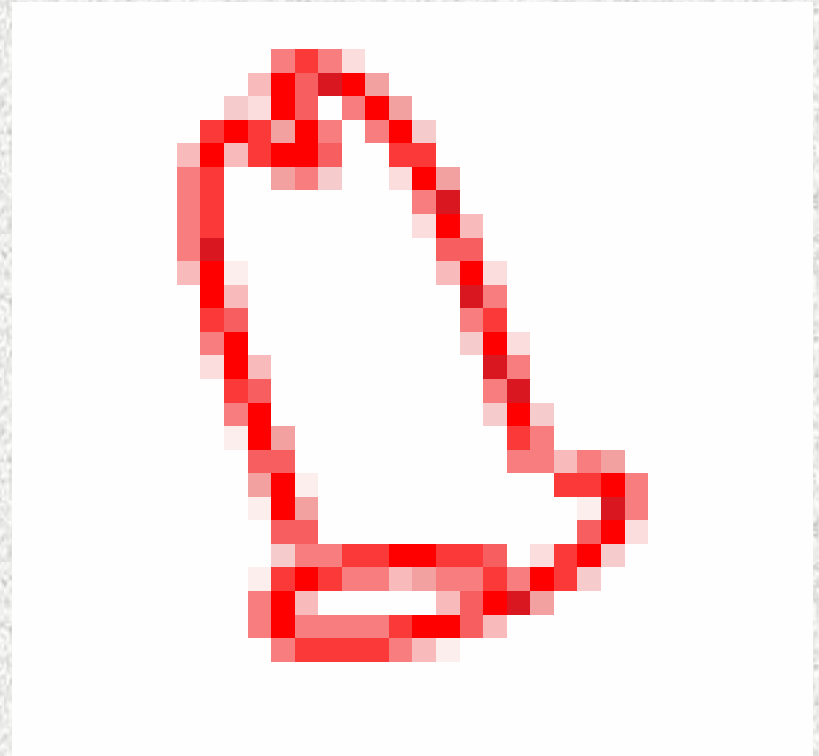


I'm loving it

Nothing runs like a Deere



You're in
good hands
with Allstate



I'm thinking Arby's



Hallmark –
when you care
enough to
send the very
best



Driven to
excellence

Kleenex[®]
BRAND TISSUE

Why do we know these brands?

Consistent message

Repetition, repetition, etc.

Positive reinforcement

A stylized illustration of a yellow and black bird, possibly a stork, flying over a white landscape. The bird is positioned in the upper right, with its wings spread and a long neck. The landscape features rolling green hills and a blue sky. The text "Delivering the message" is centered in the white area.

Delivering
the
message



letterhead



web site



vehicles



name badges



publications



envelopes



business cards



apparel



your suggestions?

**...and now, a word
from our sponsor...**



Thank you!

