

BRANDING, DIFFERENTIATION, POSITIONING & CORPORATE IDENTITY



WHILE THESE TERMS MAY SEEM INTERCHANGABLE, THEY ACTUALLY MEAN VERY DIFFERENT THINGS, AS WELL AS PLAY DIFFERENT ROLES IN BUSINESS DEVELOPMENT & MARKETING.

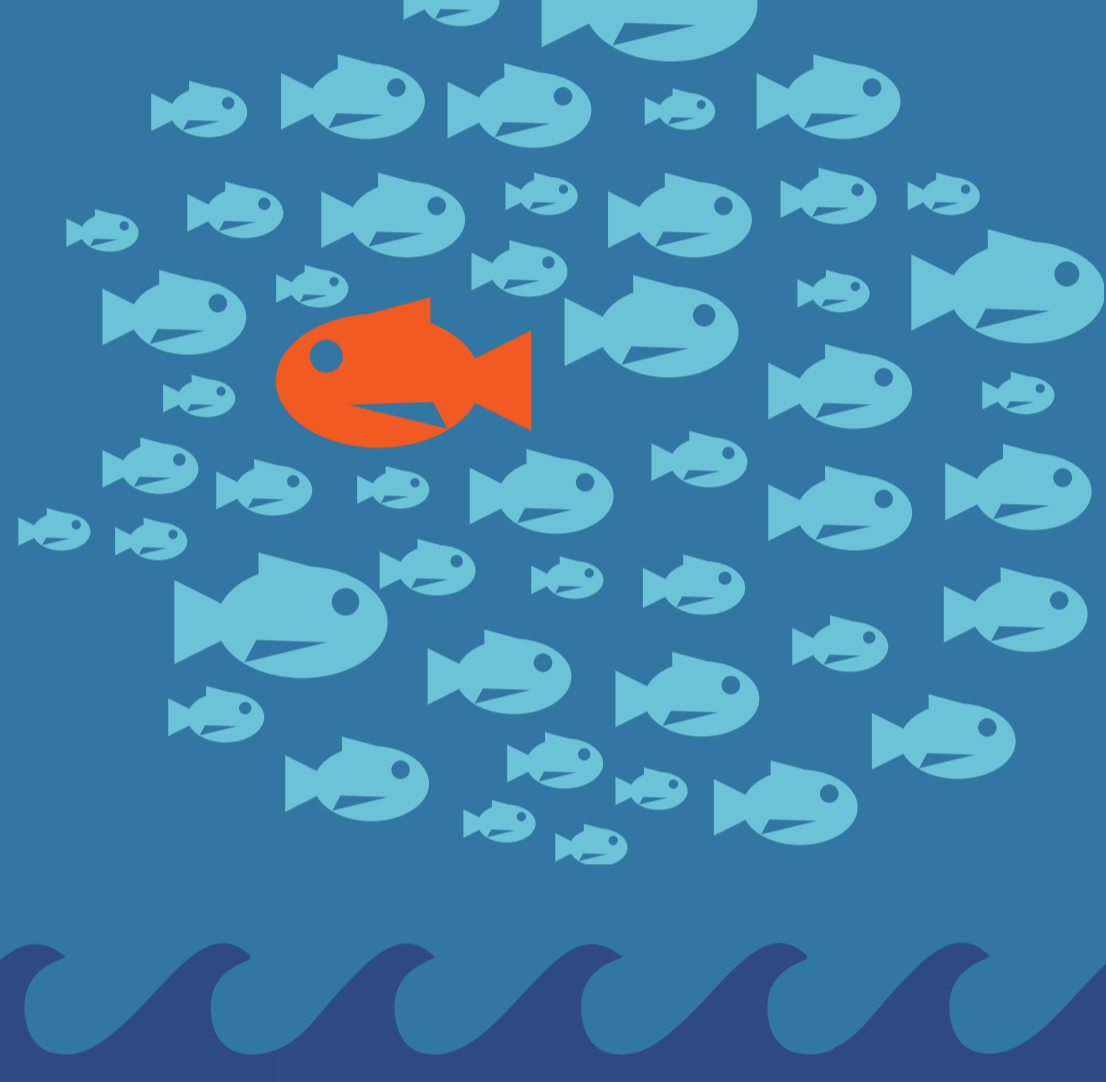
& MARKETING.



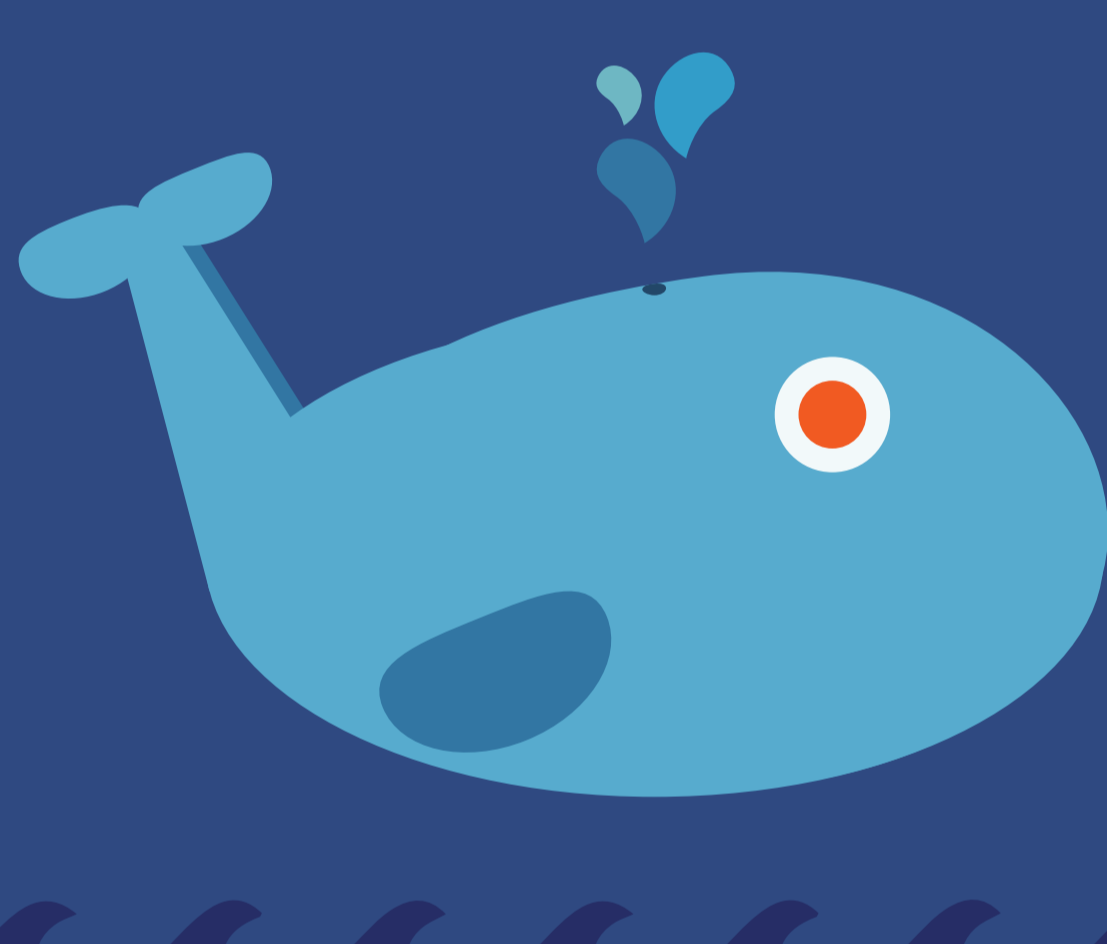
IS THE PROCESS OF CRAFTING MESSAGES & COMMUNICATIONS MATERIALS THAT WILL HELP TO FORM THE IMPRESSIONS PEOPLE WILL HAVE ABOUT **YOUR COMPANY.**



IS WHAT YOU OFFER OR DO THAT SETS YOU APART FROM OTHER COMPANIES **SIMILAR TO YOU.**



REFERS TO WHERE YOU STACK UP WITHIN YOUR INDUSTRY, RELATIVE TO YOUR **COMPETITORS**



YOUR COMPANY'S LOGO, BOTH VISUAL & TYPESTYLE & TAGLINE, OR DEFINITION STATEMENT



IS AN IDEA BEHIND A COMPANY'S IDENTITY; THE IMPRESSION PEOPLE HAVE OF YOU. IT'S THE COLLECTIVE SUM OF **WHO YOU ARE AS AN ORGANIZATION.**



WITH THESE KEY COMPONENTS, YOUR COMPANY CAN UNLOCK SUCCESS IN BUSINESS DEVELOPMENT & MARKETING.

& MARKETING.

