



"A brand is what people say about you when you're not in the room."

- Jeff Bezos, Amazon

- Branding is NOT:
 - Just advertising
 - Just a new logo
 - Dependent upon the size of a firm

- Branding is the active development of a *personal* relationship between the client and the service.
- A brand is a name that conveys a set of expectations and associations.
- A strong brand lets clients know what they can expect of the complete range of products/services that a firm offers.

POSITIONING

- Positioning drives branding strategy.
- A market position is *a promise between the firm and the client*. If you drive that promise through all of your communications so that you develop an identification by clients with your service based on that promise, you have created a brand.

Source: Branding Your Law Firm, Greenfield Belser Ltd.

EXAMPLES

- **BRAND:**
 - Coke
 - Pepsi
 - Volvo
 - Mercedes
- **EXPECTATION:**

THE BRAND AS ORGANIZATION

- Base the brand identity in part on the organization behind the brand. It takes an organization with a particular set of:
 - Values
 - Culture
 - People
 - Programs
 - Assets/skillsto deliver a product or service.

ALIGNING VISION-CULTURE-IMAGE

- Vision: Top management's aspirations for the company.
- Culture: The organization's values, behaviors, and attitudes – the way employees feel about the company.
- Image: The outside world's overall impression of the company, e.g., customers, media.

Source: Harvard Business Review, February 2001

VISION-CULTURE GAP

- Senior management moves the company in a strategic direction that employees don't understand or support.
- The key is to understand what organizational values are shared across the company.

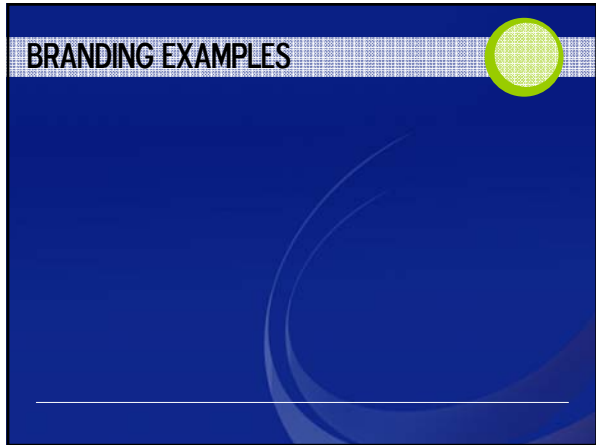
IMAGE-CULTURE GAP

- Leads to confusion among customers about what a company stands for.
- Need to compare what your employees are saying with what your customers are saying.

IMAGE-VISION GAP

- Strategic visions will fail if they are not aligned with what customers want from your company.

BRANDING EXAMPLES





JAMESON & COMPANY, INC.
GOVERNMENT GRANTS & CONTRACTS AREA

ask ED

HAVE A QUESTION? ask ED



CLICK HERE TO ask ED

Ed Jameson has been working in government grant and contract accounting for more than 20 years. His one is more knowledgeable about the ins and outs of the complex and sophisticated specialty.

Ed is sought after consultant and speaker. Ed is always happy to share his expertise. Review the FAQs below to see if your question is addressed here. If not, please send your query to Ed and he'll answer it for you.

Note that the questions below have been answered based on typical grant and contract terms. Jameson & Company is happy to review your individual issues and address whatever specific concerns you

Re-Budgeting Grant Money
Q: Can we change the way we spend the money that was originally budgeted?
Ed: The National Institute of Health (NIH) grants usually contain standard terms and conditions that allow grantees to re-budget as much as 25% of the total grant between budget categories without the permission of the grant specialist.

In general, contracts can be re-budgeted as well. However, contracting officer approval may be required, depending on the specific terms and conditions of your contract.

Incurred Cost Submissions

There aren't many firms with Jameson & Company's experience in the Federal Acquisition Regs. We have team work with the Air Force and grants with the Department of Energy and

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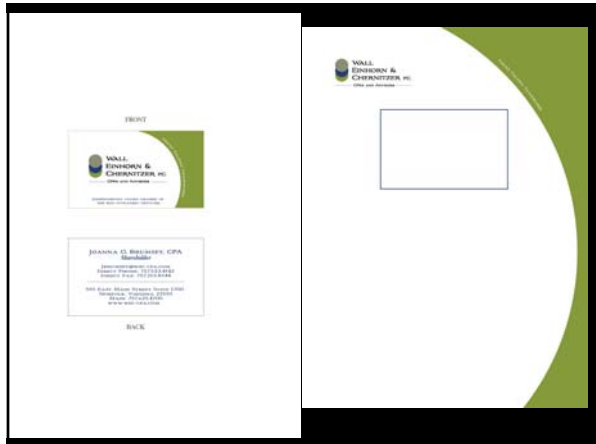
TRUST. TALENT. TEAMWORK.

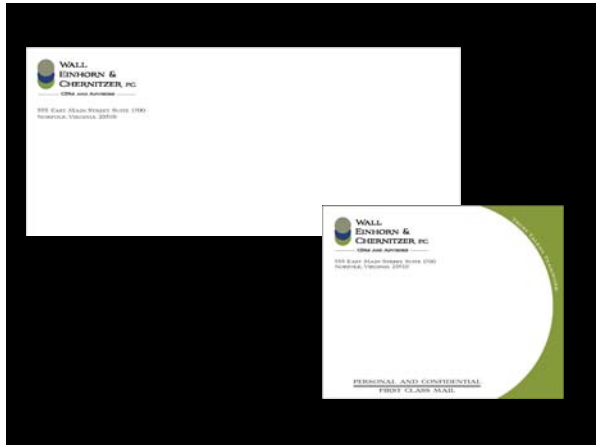


Adding 20 Years



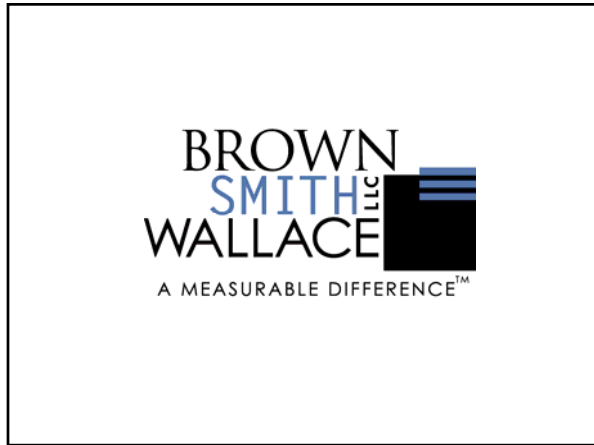
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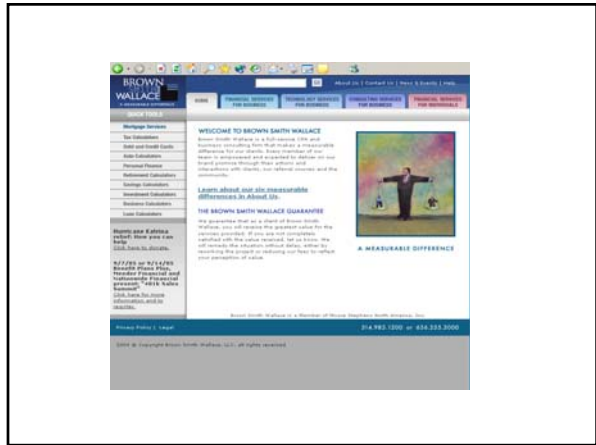


Brown Smith Wallace Guarantee
 We guarantee that as a client of Brown Smith Wallace, you will receive the greatest value for the services provided. If you are not completely satisfied with the value received, let us know. We will remedy the situation without delay, either by reworking the project or reducing our fees to reflect your perception of value.

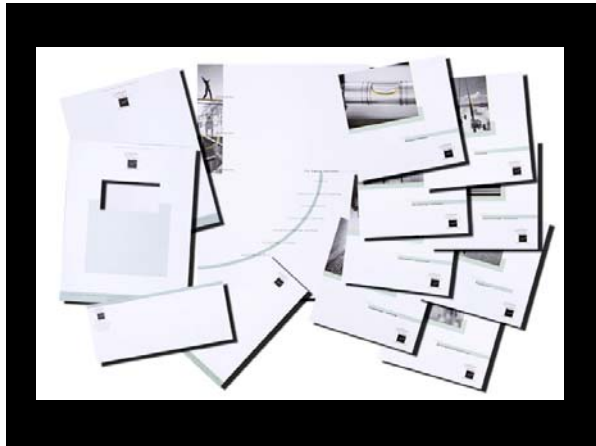


A MEASURABLE DIFFERENCE

























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CREATING YOUR FIRM'S BRAND



BRANDING CAN:



- Increase your firm's visibility in the marketplace
- Differentiate your firm from its competitors
- Help you deliver more consistent messages to your clients, contacts and staff

- Focus your marketing program.
- Integrate your marketing and communications after a merger.
- Enhance your recruiting efforts.



DO YOUR HOMEWORK

- Survey your partners and staff
 - What does our firm stand for?
 - What are the unique strengths of our firm?
 - What attracted you to work here?
 - What differentiates our firm from our competitors?

- Survey your clients
 - Why did you select our firm?
 - What do you see as the major strength of our firm?
 - What makes our firm unique?
 - What does our firm offer that is superior to other accounting and consulting firms?

- Survey your referral sources:
 - What do you see as the major strength of our firm?
 - ... the major weakness?
 - If you could communicate a single message about our firm, what would it be?
 - What does our firm offer that is superior to other accounting and consulting firms?

ANALYZE ALL RESEARCH

- Analyze your competitors:
 - What is their positioning?
 - What are they known for?
 - What services do they offer?
 - What is their image?

Ask your clients and referral sources about your competitors.

COMMUNICATE INTERNALLY AND EXTERNALLY

- Positioning
- Logo options
- Color options
- Determine items to create

ANALYZE ALL RESEARCH

- Internal launch
 - Talking points
 - Education
- External launch
 - Clients and referral sources
 - Media

COORDINATE THE POSITIONING



- Create a mechanism for implementing a common, coordinated strategy
 - Logo
 - Colors
 - Graphics
 - Fonts
 - Copy

COORDINATE ACROSS MEDIA

- Advertising
- Public relations
- Direct mail
- Packaging (report covers, letterhead, etc.)
- Design
- Promotions
- Web sites
- Event sponsorship
- Brochures
- Proposals
- News release copy
- Talking points
- E-mail signatures
- Blog
- Facebook page
- LinkedIn

COORDINATE ACROSS MARKETS

- Geographic
- Service lines
- Business units

WITHOUT COORDINATION:

- Brand identity will be inconsistent
- The market will be confused
- Opportunities for the firm will be lost








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