

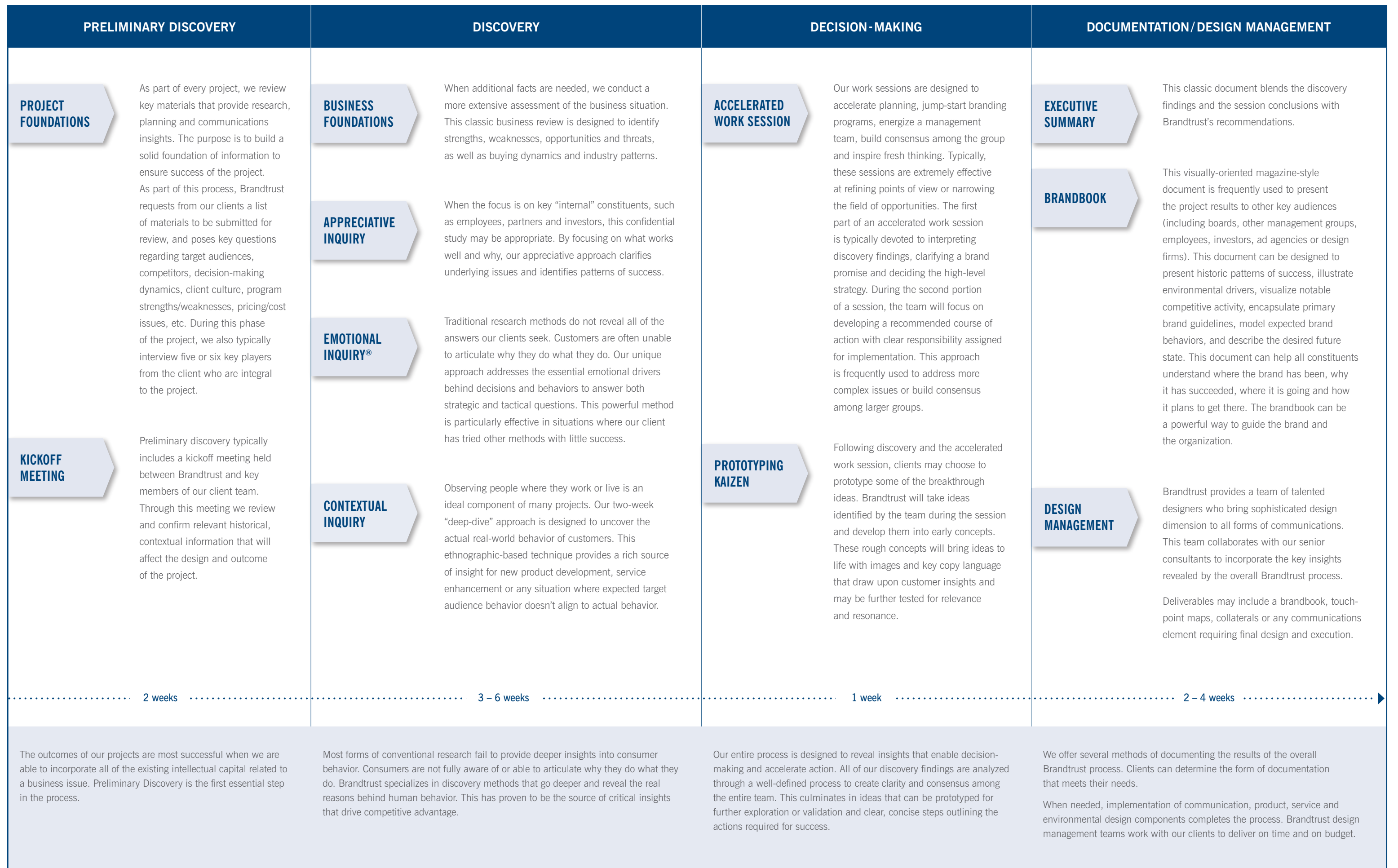
Every brand is a promise.  
How will yours be kept?

## THE BRANDTRUST PROCESS

The idea is pretty straightforward. Our clients want to resolve issues with their businesses in a timely and efficient manner. We have a lean, fast system whereby a Brandtrust team, working closely with our client team, leverages all of the available information in a tight timeframe to develop insights, strategies and concepts.

Our collaborative approach makes it possible for us to rapidly develop business solutions such as strategic plans, communication plans, brand positions, brand architecture/ rationalization plans, and new product concepts.

The overall process involves four distinct phases that include multiple elements. This modular breakout allows us to create customized programs that are tailored to the needs of each client while maintaining the efficiencies of a proven process.



Brandtrust is privileged to advise many of the largest and best-known brands in the world.

**Brands we have served:**

Abbott Laboratories	GTE
Altec-Lansing	Harley-Davidson
American Airlines	Harvard Business Review
American Bar Association	Hewlett-Packard
American Express	Humana
Amgen	Jovan Musk
Amway	Kimberly-Clark
Aon	Kraft
Bankers Life	Labe Bank
Benedictine University	Laureate Education
BUNN	Loyola University
Cardinal Health	Lucini
Cemex	Motorola
CDC	Nestlé
Compuware	Nicor
Coty	Parable Group
COUNTRY Insurance	Quaker
Craftsman	Procter & Gamble
Danaher	RCA
DePaul University	SRAM
Discover	Stouffer's
Easter Seals	Stryker
E-ONE	Touchstone Energy
FedEx	Tropicana
GE	Zenith

**Every brand is a promise and every touchpoint is an opportunity to make or break that promise — building or damaging trust in the process.**

Brandtrust helps our clients understand deeply held customer expectations and deliver the desired brand experience. We use a highly collaborative, discovery-driven approach to accelerate the brand development process.

**Discovery Services:** Yielding insights into the emotional and contextual drivers behind human behavior and defining the business requirements for success.

**Decision-Making Services:** Combining branding expertise with a collaborative approach to rapidly guide the creation of communications, products, services and environments that deliver the desired brand experience.

**Documentation/Design Management Services:** Addressing all phases of brand touchpoint creation, from concept development to final production and implementation.

## BRANDTRUST LEADERSHIP

**Daryl Travis:** Founder of Brandtrust, author of *Emotional Branding*, highly regarded brand strategist and noted speaker on the topic of branding.

**Doug Grant:** Managing Partner for Brandtrust, and the strategic and creative force behind many of our clients' success stories.

**Rebeca Arbona:** Partner and savvy brand architect bringing both client side and deep strategic consulting experience to bear on clients' challenges.

**Carmie Stornello:** Director of Project and Resource Management, spearheading the implementation of all client initiatives.

## REFERENCES

### Greg Alley

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## SUCCESS STORIES

**Abbott Laboratories'** new Rheumatoid Arthritis drug, HUMIRA®, faced tough competition. Abbott had a lot riding on the success of HUMIRA and wanted to take every precaution to enter the market with a sustainable competitive advantage. Emotional research led to a strategy that has positioned HUMIRA as delivering on the most resonant psychological drivers for physicians and patients. HUMIRA was introduced in the first quarter of 2003 and by the fourth quarter was more than \$50 million ahead of plan.

On behalf of the **Centers for Disease Control (CDC)**, our work changed the way people view smoking. At the time of the project, people were still smoking in offices and public spaces, and the people at the CDC were concerned about the danger of environmentally transmitted smoke. We developed the strategy that empowered non-smokers by educating people about a little-known danger. We called it “second-hand smoke.”

**Bankers Life** is a highly successful specialty insurance company. They serve the senior market with long-term care and Medicare supplement products. Bankers asked Brandtrust to help them develop a brand strategy that would secure even greater market share and operating margin. Emotional research helped the company to recognize the difference between simply claiming to “specialize in seniors” and actually living this brand promise in all the little things they do. This discovery helped Bankers to realize greater customer loyalty and prompted significant increases in referrals, the lifeblood of the insurance industry. The company is quick to say that the Brandtrust experience was key to transforming their whole culture in a very positive and productive way.

**Discover Card's Discover 2Go®** proves it really does pay to discover. This is an innovative credit card inspired by emotional research suggesting positive emotional resonance would be created for a company that understood the pace and frustration of consumers' busy lives. These findings were combined with ethnographic research to influence the card's design and communications strategy. Discover 2Go has dramatically exceeded Discover Card's expectations and was named among the best new products of 2002 by *USA Today* and *Business Week*.

Facing concerns about the **Easter Seals** brand losing recognition and meaning among the general public, the organization commissioned Brandtrust to assist in developing a proactive brand revitalization strategy. Brandtrust helped Easter Seals develop a clear, unifying brand promise with focus on the organization's rational and emotional benefits: help and hope. With a deeper understanding of donors' emotional drivers, Easter Seals immediately reconsidered their approach to all consumer communication. New message platforms were applied to direct mail and advertising campaigns. With new emphasis on why donors give and how it makes them feel, initial tests have shown a 3% increase in the direct mail response rate and a 6% increase in the gross income per piece.

For **Lucini Olive Oil**, emotional research contributed to the brand's national launch and played a key role in the brand's recognition by *Bon Appétit* magazine as the national best new product of the year. Lucini's profits have funded an entire line of specialty vinaigrettes and a new line of soups.