

HARD  
WORK



What does Brand Mother do?

... Aligns your business with a simple, relevant and meaningful concept that accurately describes and provokes interest.

# OUR WORK

... Aligns your business around a simple and meaningful purpose that provokes interest and participation.

We have found that outrageous talent united around a common identity and a shared sense of purpose, engaged in meaningful work and working to their strengths with enough resources to accomplish their agreed upon objectives, are not going to find themselves at the center of the next corporate scandal.

The inherent goal of branding is not to be something else, but rather to become the best of yourself.

Brand Mother's Big Ideas cultivate new realities that disrupt the mundane, routine and vague existences of unrealized potential focusing on limited outcomes.

# Brand Mother Aligns Brands

**The better you are,  
the better you look.**

A brand is simply the central organizing principle that engages teams internally and customers externally. Brands shape and are shaped by both the working culture and relevant markets, reflecting the broad ambitions and reinforcing the Big Idea behind the business strategy. To have any real impact and return the brand must be integral to the guiding strategy. The brand must be explicitly understood, believed, and adopted by the working community entrusted to breathe the strategy to life one decision, interaction, touchpoint, and experience at a time.

Outrageous promotional budgets are the mark of a flawed brand strategy. Savvy organizations are not devoting disproportionate amounts of money to noise campaigns. Investments that engage employees, define operational distinctions, and amplify brand differentiations yield returns, results and rave reviews.



# Brand Mother Merges M&A Brands

A thoughtful and well-timed brand analysis is critical to the success of M&A ventures.

Ignorance is bliss  
...and failure.

GLOBAL VALUE  
OF M&A DEALS **\$4.5 TRILLION**

PERCENTAGE OF  
DEALS WITH  
POSITIVE ROI



REPORTED  
CAUSES FOR  
FAILURE

MISMATCHED  
1. CULTURE  
2. ALIGNMENT  
3. VISION

**CULTURE + ALIGNMENT + VISION = BRAND**

**When you buy companies,  
you buy cultures.**

Brand Mother integrates brands. Aligning cultural compatibility, management methodologies, customer synergy, marketing values, collaboration techniques and innovation levels ensures long-term viability.

Introduced in a timely manner, these brand factors unite the previously separate (and possibly competitive) teams into a cohesive and formidable organization. Ignored or half-heartedly addressed and the resultant mob limps by quarter after quarter, spending more time and resources on internal combat than on external market penetration.

Brand Mother applies an adaptive process that identifies the current realities in light of the strategic ambitions throughout the M&A process.

# Brand Mother Morphs Brands



## It's a small, flat world after all.

While geography may be inconsequential, cultural nuance and trends are not. Knowing the degree to which your brand must morph and adapt to differences and reinforce relevance in international and new markets hinges on the DNA of your brand and the social constraints to be navigated.

Brand Mother morphs brands. We readily cross cultural brands to interpret diverse contexts and gracefully straddle multicultural boundaries. Strategies for brands expanding the reach in hopes of amplifying the value must translate well to the “promising” new market, to the internal “promise keeping” contributors, and to the home team anticipating a return on a promise.

Setting up shop far from home starts with one question not easily answered: ‘In what brandscape(s) will our expansion flourish ensuring that our global and brand objectives are realized?’

**Brand Mother morphed nations, brands, sponsors, cultural perspectives, and competing interests for the Beijing Olympic Games XXIX. Over the course of 18 months we contributed to a celebration of the human spirit that lasted 17 days creating experiences to be remembered for a lifetime.**

# Brand Mother Evolves Brands

1.) Excavate and 2.) translate a 3.) meaningful and 4.) shared 5.) purpose that 6.) motivates and 7.) aligns 8.) contributors 9.) around a 10.) believable and 11.) differentiated 12.) brand strategy 13.) encouraging 14.) collaboration and 15.) consistent 16.) delivery of 17.) distinct operational practices 18.) exciting and 19.) engaging a 20.) culture of work that 21.) inspires 22.) new product developments, 23.) bolsters profits, 24.) increases value, and 25.) ensures 26.) remarkable customer experiences.

Your brand can be recognized as an instrument of change; or just another symbol of a missed opportunity.

Establishing a brand that has evolved, lost its way, diversified, grew up, sold out, shifted course, has been bought, merged or neglected is a rigorous challenge that is very often minimized.

An insightful and disciplined brand designed around a relevant strategy is the only means of focusing the imperatives: engaging the contributors, amplifying the identity, deepening the reach, increasing the value, and connecting the brand realities to new and existing customers.

The “intervention” demands a team of willing enthusiasts with fresh eyes and ears, deep insights, no egos, and steadfast focus to juggle the details and balance the big picture perspective.



# Brand Mother Unifies Cluster Brands



JOIN, or DIE.

## Strength in numbers...

A strategic cluster brand must accurately reflect the strength of the collective if it is to be leveraged for sustainable growth. A web site and a tagline won't cut it in the competitive cluster fight. Amplifying the possibilities and synergies of a cluster brand begins with Identifying the industry niche, strengths, and unique characteristics of the collective cluster, the supporting business community, and strengths of the greater region. Positioning the cluster for growth captures the attentions of ambitious companies, start-ups, investors, trained workforce, partners, and support industries.

Positioning a cluster is an opportunity to provoke innovation, engage the working culture, invigorate a region, and amplify a powerful purpose.

In 1754, one year before the start of the Revolutionary War, Benjamin Franklin published a political cartoon that changed the course of history.

Young burgeoning cities were developing across the Colonies. While these urban clusters were aware of one another, collaboration was minimal- which would give a tactical advantage to British Troops. Franklin understood then what regions and clusters must understand now... survival hinged on collaboration, and defeat was inevitable if they remained a collection of individual efforts. In what has been acknowledged as the first American political cartoon, Franklin published a simple unifying message around which the colonists rallied: Join, or Die



# Brand Mother Humanizes Brands



Before you devote a chunk of change to a logo 'makeover' and a witty quip consider that people are more persuaded by facts than illusions.

At the end of the day, the splash of color and sassy brand tagline are only as potent as the strategic vision in place to guide and integrate the business and brand forward, kick up the innovation, guard the ethics, encourage engagement, deliver the promise, and infuse the customer experience with something uniquely appealing.

There is a time to refresh your brand through visual appeal... And then there is a time to strut your thought leading, game changing, taking care of people and business, big-bold, strategic innovations.

Don't shortchange the possibilities with glossy or gratuitous brand initiatives that won't change minds, hearts, or the bottom-line.

Intuitive people-centric organizations are seizing every opportunity to connect and relate to their customer. They are committed to providing the kind of relevant touch points that stir the imagination, interpret the customer, and translate the brand precisely.

Brand, design, and identity should be exercised as explicit signals that translate your differentiated intent. Your brand should be recognized as an instrument of change and identified as something much more significant than the other countless symbols of missed opportunities that are vying for the same customer.

**Brand Experiences**

**Branded Interiors**

**Branded Waypulling**

**Signature Systems of Care**

**Branded Processes**

**Branded Art**

# WHERE WE WORK

**Healthcare: Patient Experience**  
**Cross Cultural Diversity**  
**Clusters: Hi-Tech, Not for Profit, Arts & Culture,**  
**Healthcare, Manufacturing**  
**M&A, Private Equity, Venture Capital**  
**Membership: Associations, Private Clubs**  
**Destinations, Travel, Tourism, Hospitality**  
**Single Sex Education**  
**Entrepreneurship**  
**Men's/ Women's/ Sexual Health**  
**Architecture, Building, Construction**  
**Utilities, Energy, Conservation, Sustainability**  
**Professional Services**  
**Financial**  
**Children**  
**Food & Spirits**  
**Events, Festivals**  
**Manufacturing, B2B**

Brand Mother knows that the best strategies are meaningless without committed teams dedicated to execution.

Dr. Elizabeth Milsom, Sustoil  
Environment and Energy Policy Manager,  
Royal Society of Chemistry  
United Kingdom

Brand Mother doesn't create strategies; they create new.

Thomas R. Ulbrich, Executive Director  
UB's Center for Entrepreneurial Leadership (CEL)  
USA

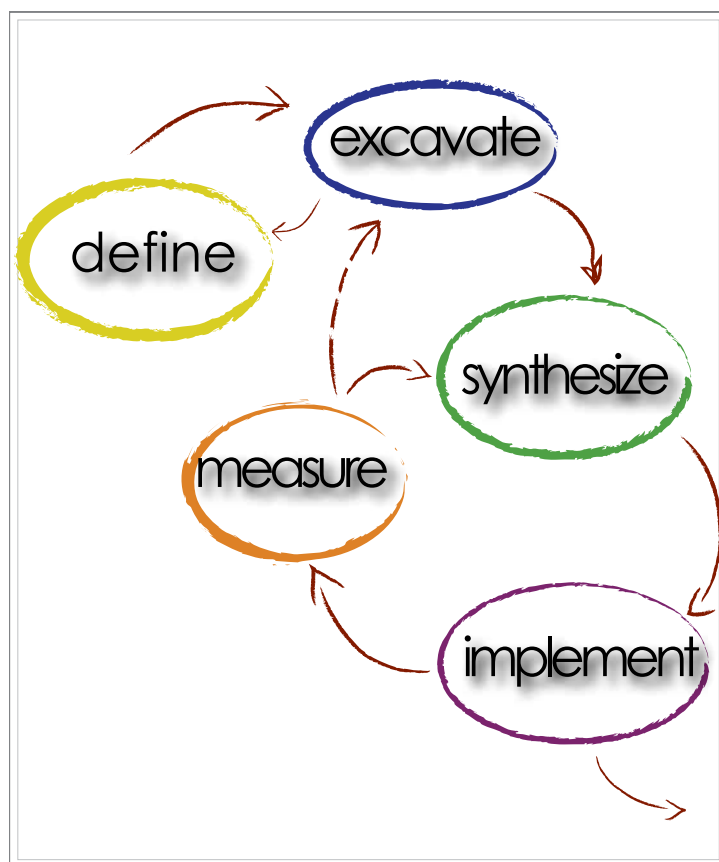
Brand Mother has a passion for breaking down barriers and for guiding your organization to be the best in the business.

Patient Experience Director  
(pending legal approval)  
USA

Brand Mother successfully designed and implemented robust strategies in the spirit of "One World One Dream" that respected the complex and diverse interests, markets, human services, investments, expectations, and experiences at the Beijing 2008 Olympic Games. BlackDog inspired consensus within the hearts and minds of the people in place to express the designed strategies. BlackDog's strength is a savvy business acumen, warm hearts, and helping hands.

Liu Yandong, VP  
Beijing Organizing Committee for  
the Games of the XXIX Olympiad  
(BOCOG)  
China

## The process *IS* the process.



A clearly defined process establishes reasonable expectations at the outset. Time and resources are treated as valuable.

Healthy processes are adaptable. Defined by clear start and end points that ensure trust building, buy in, and a steady flow of small wins that are measurable.

## The framework informs the process.



Brand Mother integrates the efforts of spirited brands that want to know how they can do what they do differently, simpler, and smarter. We align bold brands that challenge the boundaries, explore the limits, and harness their unique organizational competencies disrupting business as usual and creating new possibilities. We operationalize fearless brands that are undaunted by the popular world view; brands that refuse to pay lip service to lofty missions or shallow pursuits.

We humanize relevant brands that keep it fresh and real; brands that connect their Big Idea to what truly matters. We don't fabricate shallow myths and we're not persuaded by the demand for contrived hype. We partner with authentic brands that have people centric priorities, a story to tell, and a genuine contribution to make.

We champion the efforts to shake up who gets the business, level the playing ground for who deserves the business. We equip visionary leaders to take on the future. We raise sustainable brands that will go the distance.



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Brand Mother™  
Big Idea™  
Hard Work™  
We Don't Brand Bullshit™

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