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**OUR APPROACH** makes all the difference. Every brand firm has a process. But few brand strategists have identified an approach that balances the art and science of strategic brand positioning. A Brand Mother brand boosts working cultures, overcomes constraints, and produces a return on investment, every time.

**Our Approach** is informed by our weathered experience; it's proven by our results.

**Brand is an inside job:** If the brand doesn't mean anything to leadership driving the strategy- it will never mean anything to the working culture or the outside world. Aligning the strategic objectives, guiding philosophy, and core competencies of the firm and the higher order needs of the client is the only way to achieve ambitious strategies.

**A Brand is believable:** The power of any strategy rests on the validity of the research that shaped it and on the willingness of employees to believe it, "own it", and implement it. Which is why we start with internal audits, interviews, and research.

**A Brand is work:** We don't know anything until we know something. We don't trust our guts. We rely on analytics, empirical research, benchmarking reports, critical performance metrics, classic schools of wisdom, market analysis, and best practices to broaden our understanding, frame our recommendations, and avoid costly mistakes. This is not the time to cut corners, take chances, or trust the masters of hype and spin to "wing it".

**A Brand solves a problem:** A strategic brand is designed to take on and overcome the industry, market, and perceptual roadblocks that bedevil success. We approach external constraints as strategic opportunities.

**A Brand is bold:** The trick to being the obvious choice is being obvious. This is not the time to be subtle- you must declare and own your compelling position if you are going to own a distinction in the minds of buying markets.

**A Brand is explicit, simple, and smart:** If it isn't explicit, simple, and smart it will never be effective. We align brands around one meaningful truth that is explicitly understood, believed, and chosen. Only a simple foundation has the flexibility and agility to represent, grow, and evolve a broad hierarchy of new services, products, extensions, niches, markets, and regions. A simple brand has swivel.

**A Brand is different:** Brands with credible differentiators are perceived more favorably, achieve growth strategies more quickly, compete on credibility not price, and command greater respect. Big Ideas are compelling differentiators.

**A Brand connects:** Dynamic brands, just like interesting people, have something to say! The market is cluttered and decision makers are bored with brands speaking their own language, relying on industry jargon, and spinning messages that don't connect. A focused brand connects the imperatives. Forget "content". Think connection.

**A Brand is proof:** The goal is to align every customer touchpoint around a simple purpose that validates the differentiated brand promise, consistently. That means that every detail is held accountable to reinforcing the brand- from the art on the conference room walls, the sponsorships supported, the public speeches made, to the last line on the last page of the brochure. Everything works together to validate and prove the earned brand distinction.

**A Brand is the answer:** All anyone wants and needs is enough credible information to weigh their options and make an informed decision. A distinct brand answers buying uncertainty externally and strategic uncertainty internally.

# What Makes Brand Mother Credible?

**People are our business plan.** Brand Mother is financed by customers.

**We are outsiders.** Want to know why so many brands look alike? Well-intentioned people hire the same industry specific firms, over and over and over. We refuse to “own” an industry niche. We have ears to hear what everyone on the outside wants to know and needs to hear.

**We’ve taken an oath to do no harm.** We aren’t part of the spin and hype, empty promises, noise-making problem. We’ll leave you better than we found you.

**We are holistic, multi-disciplinary systems thinkers** who anticipate natural consequences and keep a weather-eye out for the unintended ones. We are always asking “what could go wrong if this social experiment were to fail”?

**We DO NOT brand efforts that do not and will not contribute to the world** that we want to live in 20, 30, or more years down the line.

**We choose our clients carefully.** We both have everything to gain by your success. Results matter.

**We align and engage working communities** that get things done, with style.

**We’re invested.** Once we are on, we are all in. We work thoughtfully, passionately, and generously. We aren’t coasting on anyone’s laurels or riding on yesterday’s victories. We are fully engaged at every phase.

**We never lose sight** of the fact that as we are building your brand, we’re amplifying ours. What we say about you says everything about us.

**We stay ahead of the curve** and stand behind our work. We aren't your average merry band of creatives. We double-dog-dare you to find a brand house with the breadth of capabilities that we have. Or the results. Or the references.

**We eschew “cookie cutter” approaches.** We don't have any “swanky”, self important, trademarked names for our brand building processes. We haven't settled on one sure brand generating method. We're not convinced that anyone should given that every brand initiative that we've ever wrangled is so remarkably different than every other.

**We are good eggs; genuine and real.** We make a habit of bringing our humanity to work every day. There isn't anything haughty or indifferent about us. We are prepared to contribute positively to healthy exchanges and the professional work culture.

**We humanize brands.** Brands that connect with people are inspired by people. We take the time to talk to all the right people. The people that make it, sell it, buy it, and don't buy it. Our projects evolve and take shape through exploration and dialogue.

**We know that the better you are the better you look.** We operationalize brand experiences. We are strangers to the social constructs, systems, processes, and language that organizations accept and often can't see past. Our fresh eyes synthesize robust and scalable next practices; signature innovations, and emergent solutions that create new approaches to delivering your unique, people-centric, brand promise.

**We are bold, daring, vulnerable, open-minded, and forward-thinking;** because selling out, mimicry, and the good 'ole tried and true method of doing things the way they've always been done just isn't for us and mediocre should never be for you.

**We will never leave you hanging or wanting more.** It's not our way.

**We don't brand bullshit.** Expressed explicitly, our fearless position ensures that your brand will never be confused for shallow, disingenuous, or irrelevant bullshit.

# Nurturing the Mother of All Brands to life.



We build brands of purpose that provoke action, fuel cultural shifts, grow markets, and compete to thrive. We humanize brands that have the power to change minds and produce a return on investment.

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