

WHY
BRAND?

A Bold Brand Is A Necessity

A Vague Brand Is A Liability

You can't afford not to be taken seriously.

Your products perform better in independent testing against your two biggest competitors. Yet, they smoke you in sales.

You have earned your chops. You are ready to compete head to head with the big dogs. It's time to close the gap between who you were and what you can do.

You are tired of being reduced to price and function. If customers are going to value your offering you are going to have to differentiate.

You have a company, product, and service worth talking about, worth listening to, and worth supporting. Yet, you aren't on buyers' radar. You need a value proposition that sticks and a plan to elevate your brand awareness.

You have acquired new companies. Now you have 144 employees that describe your company in 144 different ways. You clearly don't have an aligned team or a shared sense of purpose.

Things have changed. You don't do what you once did; you don't sell the same products or service to the same customers. The people involved have evolved, and the business has morphed. You need a cohesive brand to redefine your competitive position and strategic direction.

You need to focus the organization. Aligning the internal brand, the business objectives, and the brand strategy will clarify the direction and simplify the decision making that will get you there.

A new competitor with a value-loaded proposition is storming your market, reducing your once “owned” differentiation to a cost-of-entry benefit.

You need a passionate and insightful company culture if you are going to innovate and execute your way to the top.

Your ready to enter new markets with a disruptive and powerful proprietary advantage that changes the strategic game. You want to come out strong and swinging.

You are expanding. The customers and competitors are more sophisticated in the new region. You can't compete with your old bag of tricks.

You are pretty sure that your hit or miss marketing strategies are ineffective. You can't afford to make noise, waste time, and burn money. It's time to get this right.

You need more than a gimmick, hype, and a bit. You need to know your customer, know your market, and know your place in the competitive world. You can't lead a people with a vision that you don't believe. You need a differentiated market position.

You inherited your family business. Your dad developed the brand and marketing campaign. You know that it worked for him... You just don't see yourself as the “Sausage King”.

A Bold Brand Is A Necessity

A Vague Brand Is A Liability

We Nurture 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.

Mother@BrandMotherKnowsBest.com

BrandMotherKnowsBest.com

716.898.0874

