

UniBrand™

Strategy > Communication > Management

An introduction...
with a compelling CV

Unique
United
Uniform

UniBrandTM

Beliefs
Behaviours
Belonging

Uni

A single minded proposition.
Of one unique set of values.
One consistent approach.

UniBrandTM

Brand

Our specific core area of expertise.
Your businesses or and your organisations should
communicate with the specific intention of registering your
big idea, your value systems and your products or services
in an unforgettable manner.
Your unique story must be told with passion . . . and with polish.

Proposition

Branding is arguably the most powerful business tool available to ensure the sustainability of any organisation affecting every function and every stakeholder on both a practical and an emotional level.

UniBrand specialises in the vision, communication and management of brand strategies.

Through the careful and considered use of UniBrand's unique brand creation and development tool **Brandology**®, UniBrand are able to inform, educate and coach their SME target group in the complex issues associated with progressive modern branding both in business . . . and in personal life.

No organisation (or individual) can afford to be without their own unique brand strategy - their own particular and personal story which, when told in an appropriate and distinctive style, will communicate the significant differences to: set them apart, influence their customers and develop long term sticky relationships with stakeholder groups that are fundamental to happy, sustainable and profitable futures.

If brand reflects the essence of what a business stands for and believes in, then branding is the telling of the story through **intelligent business development, thoughtful marketing activity** and **creative communication strategy**.

As a result of over 20 years experience with national blue-chip and international clients, UniBrand excels in these core brand disciplines, and Brandology®, specifically developed for the SME market, is the perfect tool for business leaders, and managers to understand and communicate one of today's most powerful business assets – brand!

Our CV – although somewhat unconventional – demonstrates: the qualities that lead to realistic brand strategy, the attributes that ensure memorable communication and the experience that guarantees effective management. Trust UniBrand to be different!

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UniBrand™

Our corporate
CV

Competent and **V**aluable

Competence is all about

Skills
and
Experience

Value is all about

Ethics and Results

Competence is demonstrated by:

Skills

Thinking

Listening and understanding
Vision and ideas
Evaluation and appraisal

Your brief is in capable hands

Unpredictable and unique solutions

Ensures the right direction

Doing

Research and planning
Creative execution
Presentation and support

Strategies to deliver effective results

Distinctive and appropriate designs

Clarity and organised workflow

Experience

People

Networks
Relationships
Testimonials

Knowledge and associations

Developing long term alliances

Endorsement and recommendation

Projects

Clients
Diversity
Portfolio

National blue-chip organisations

Depth and breadth of projects

Credibility and assurance

Value is measured by:

Work ethic

Attitude

Passionate and enthusiastic
Committed and loyal
Relaxed and flexible

Work and play are the same thing

Will never let you down

Nothing is too much trouble

Approach

Unique and individual
Drive and determination
Think like a customer

Be prepared for something different

Only the best will do

Everyone is someone's customer

Results

Effect

Exceed expectations
Clear communications
Deliver on promises

Surprise and delight your audience

Satisfy customer needs and wants

Makes your life easier

Return

Maximise budgets
Added value service
Cost effective rates

Getting more for your money

Going the extra mile

Quick and efficient execution

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For further information please contact:

Ian Haywood on 07734 994888
or via email at ian@unibrand.co.uk

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