

Build a Brand that Sells™

Now more than ever, your brand needs to sell, and effective communication is what drives your brand. The success of your brand ultimately depends upon strategy, integration, and execution. **Wendt Partners** addresses these priorities with three packaged **branding & messaging** service offerings: BrandPlanning™, BrandBuilding™, and Brand Sourcing™.



▶▶ **BrandPlanning™** **strategy**

Wendt Partners begins client branding engagements with our unique BrandPlanning process. BrandPlanning is a structured 30- to 90-day assessment that examines your business plan, organizational strategy, competitive position, stakeholder relationships, brand perceptions, target markets and more. The process also includes a survey component, in-depth interviews and a communications audit.

▶▶ **BrandBuilding™** **integration**

BrandBuilding expands upon the BrandPlanning phase through the identification of brand promises, market differentiators and messaging priorities. These become the foundation for building the brand itself—from corporate identity and integrated collateral, to websites, video and multimedia. BrandBuilding also incorporates change management, employee learning and organizational culture.

▶▶ **BrandSourcing™** **execution**

BrandSourcing centers on planning and executing a strategic communications program, or supporting your team with additional capacity. These services can encompass marketing management, graphic design, copywriting, web/interactive, ad placement, list management, printing and mailing, trade shows/special events, media relations, sales team support and strategic alliances.

For more information contact Alice Wendt, Vice President, at **717.766.0696** (Pennsylvania Office), **202.580.6508** (Washington, D.C. Office), or via email to alice@wendtpartners.com.

wendt Partners
Implement **innovation**™
www.wendtpartners.com

Pennsylvania Office
1100 Bent Creek Blvd., Suite 102
Mechanicsburg, PA 17050
Tel 717.766.0696 Fax 717.766.0687

Washington, D.C. Office
1701 Pennsylvania Ave., NW, Suite 300
Washington, DC 20006
Tel 202.580.6508 Fax 202.580.6559