



The **Five** Point Pitch

We know how clients think. We spent many years on the client side of the table. We know the culture, we know the objectives, and we know what's at stake.

We know how audiences think. We think and work from the outside-in, taking the same path that prospects take through their branding experiences. We understand their behavior and ensure they have positive brand experiences.

Marketing is emotional, and we "get" that. When we make a company look good, they tend to feel good and in turn perform better. And from there, great things tend to happen. We like showing organizations and their people what they're capable of being, from the outside-in, as a prospect would see *them* - so there is an emotional connection for all.

We don't work with everyone. Even if things look good on paper and the numbers look great upfront, if we don't share the same general philosophy or the gut feeling isn't there, we'll pass on the opportunity. We go "all-out" in what we do, we leave nothing on the table, so it's vitally important that there is a strong connection. Audiences deserve nothing less.

We never forget what pays the bills. We're not out to accumulate design awards from our marketing peers. Client testimonials are the ultimate "awards", and we keep our eye on the ball by focusing on churning out great work that helps organizations meet their marketing objectives.

We're Branding Experiences, and that's our **Five** Point Pitch. Visit us online at www.brandingexperiences.com

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You're only as good as your audience thinks you are.