

BRANDING YOUR CENTER IN A NOISY SERVICE PROVIDER MARKETPLACE



VARSITY®

— WINNING THE MATURE MARKET™ —

WHAT ARE YOU HOPING TO
TAKE AWAY?

MARKETING

ADVERTISING

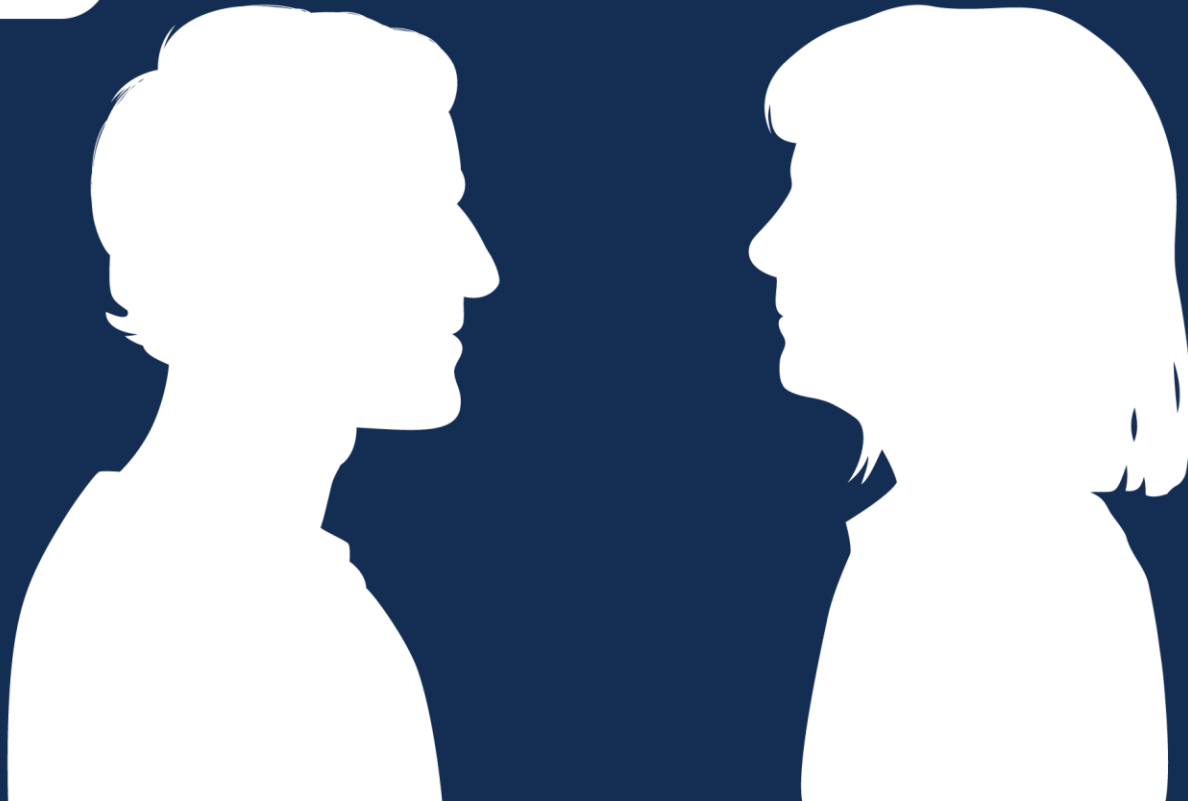
PUBLIC RELATIONS

BRANDING

**WHAT IS
BRANDING?**

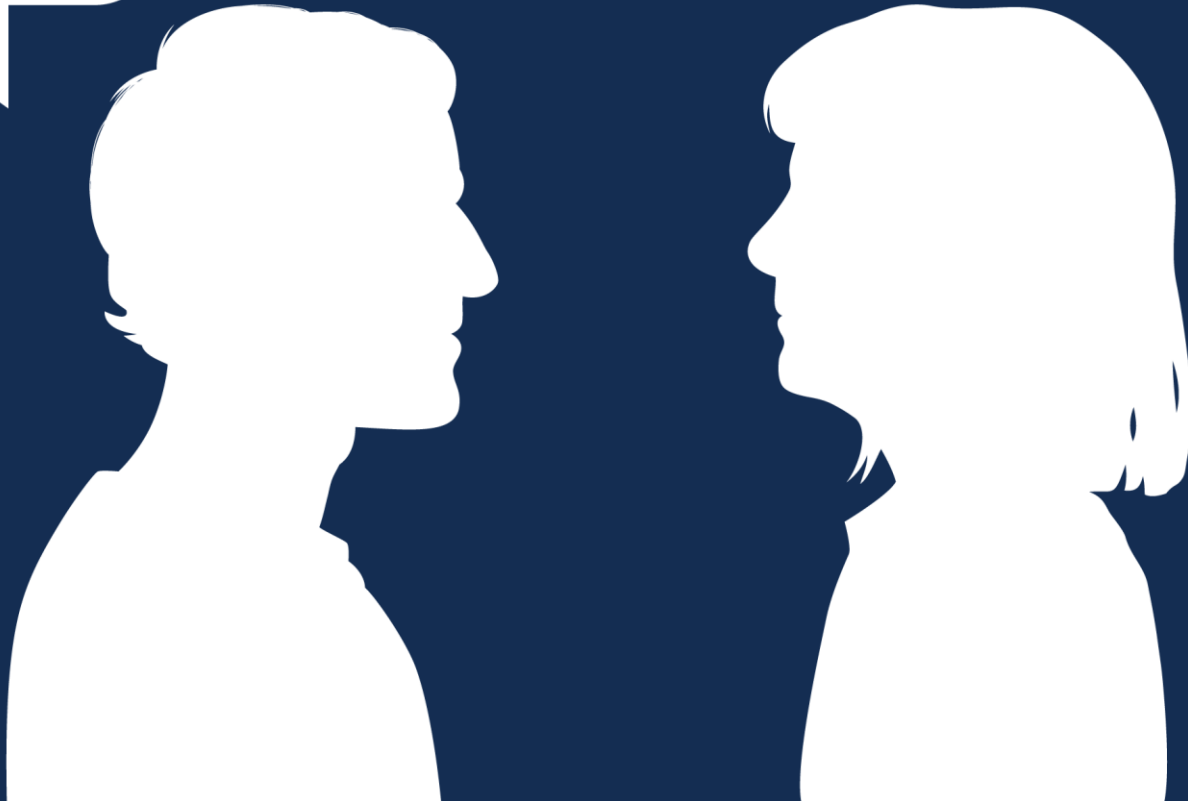
MARKETING

I'm a great person.



ADVERTISING

*I'm a great person.
I'm a great person.
I'm a great person.*



PUBLIC RELATIONS

*Trust me.
He's a great
person.*



BRANDING

*I hear you're
a great person.*



WHAT ARE SOME GOOD
BRANDS?

V > BRANDING



Mercedes-Benz





TRUE



TRUE



UNIQUE



TRUE



UNIQUE



COMPELLING



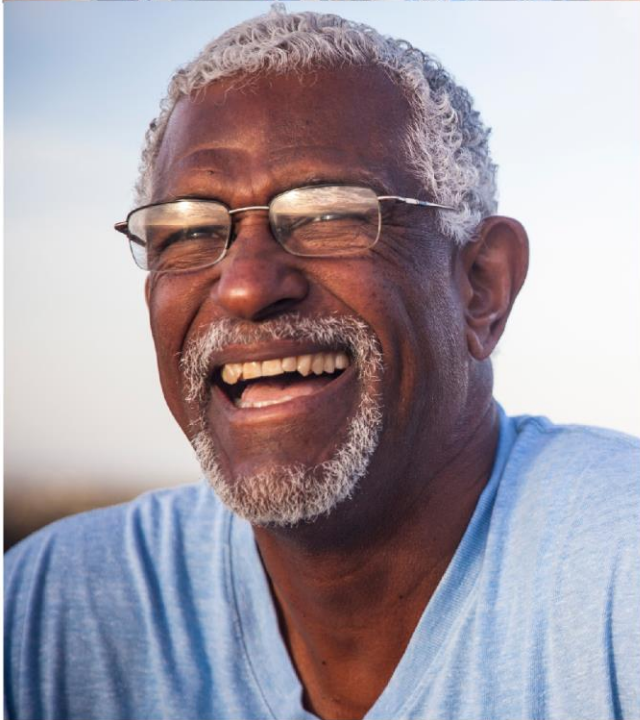
TRUE



UNIQUE



COMPELLING





PREMIUM CAR FEATURES



| | | | | |
|--------------------------------|---|---|---|---|
| Sunroof | X | X | X | X |
| Heated Steering Wheel | X | | | X |
| Heated Rear Seats | X | | | X |
| Power-Adjustable Driver's Seat | X | X | X | X |
| Ventilated Front Seats | X | | | X |
| Heated Front Seats | X | X | X | X |
| Rear-View Camera Display | X | X | X | X |
| Premium Sound System | X | X | X | X |

KIA OPTIMA
\$28,515

CHEVROLET MALIBU
\$29,795

NISSAN ALTIMA
\$29,775

BMW 528i
\$53,700

HOW DO PEOPLE
FEEL
ABOUT YOUR
BRAND?

V > BRAND ODYSSEY



• **INVENTORY:** Internal Research



• **INTELLIGENCE GATHERING:** External Research



• **SYNOPSIS:** Brand Strategy



• **BRAND NARRATIVE:** Brand Story



• **OBJECTIVE:** Marketing Plan



• **BRIEFING:** Strategic Direction



• **DEPLOYMENT:** Execution



• **RETURN:** Ongoing Refinement





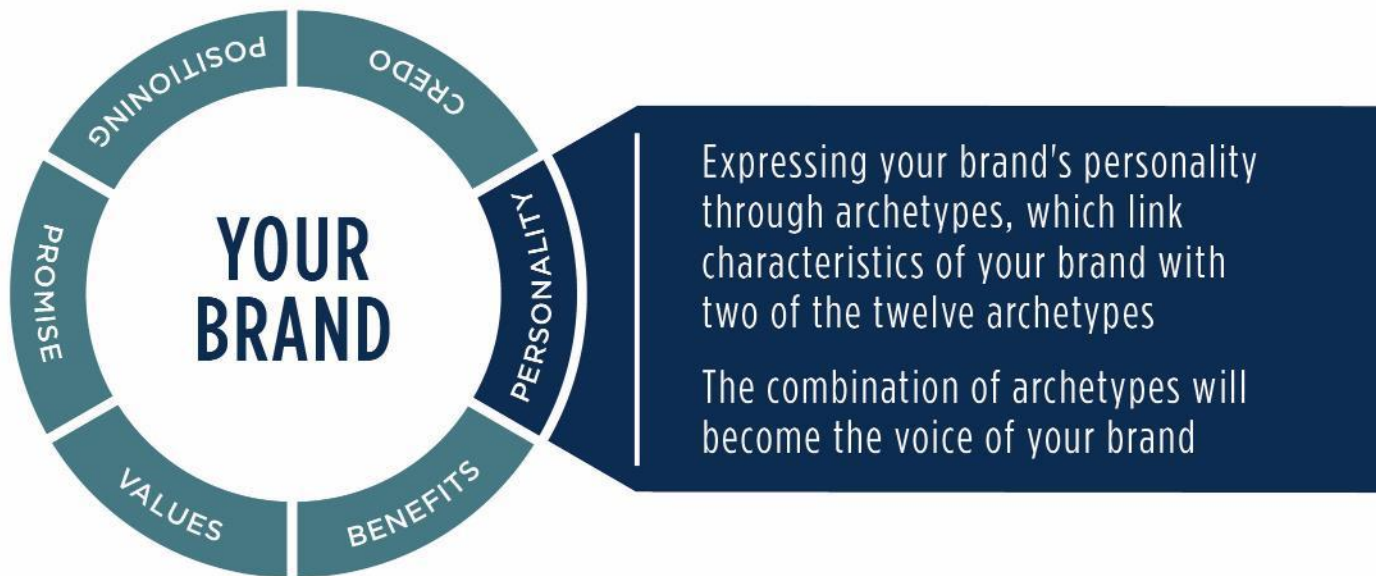






RATIONAL BENEFITS: features that your targets use to make logical decisions

EMOTIONAL BENEFITS: attributes that connect with your targets and influence the way they feel about their decisions



HOW WOULD YOU DESCRIBE
YOUR BRAND'S
PERSONALITY?



SYNOPSIS



CAREGIVER



CREATOR



EXPLORER



HERO



INNOCENT



JESTER



LOVER



MAGICIAN



OUTLAW



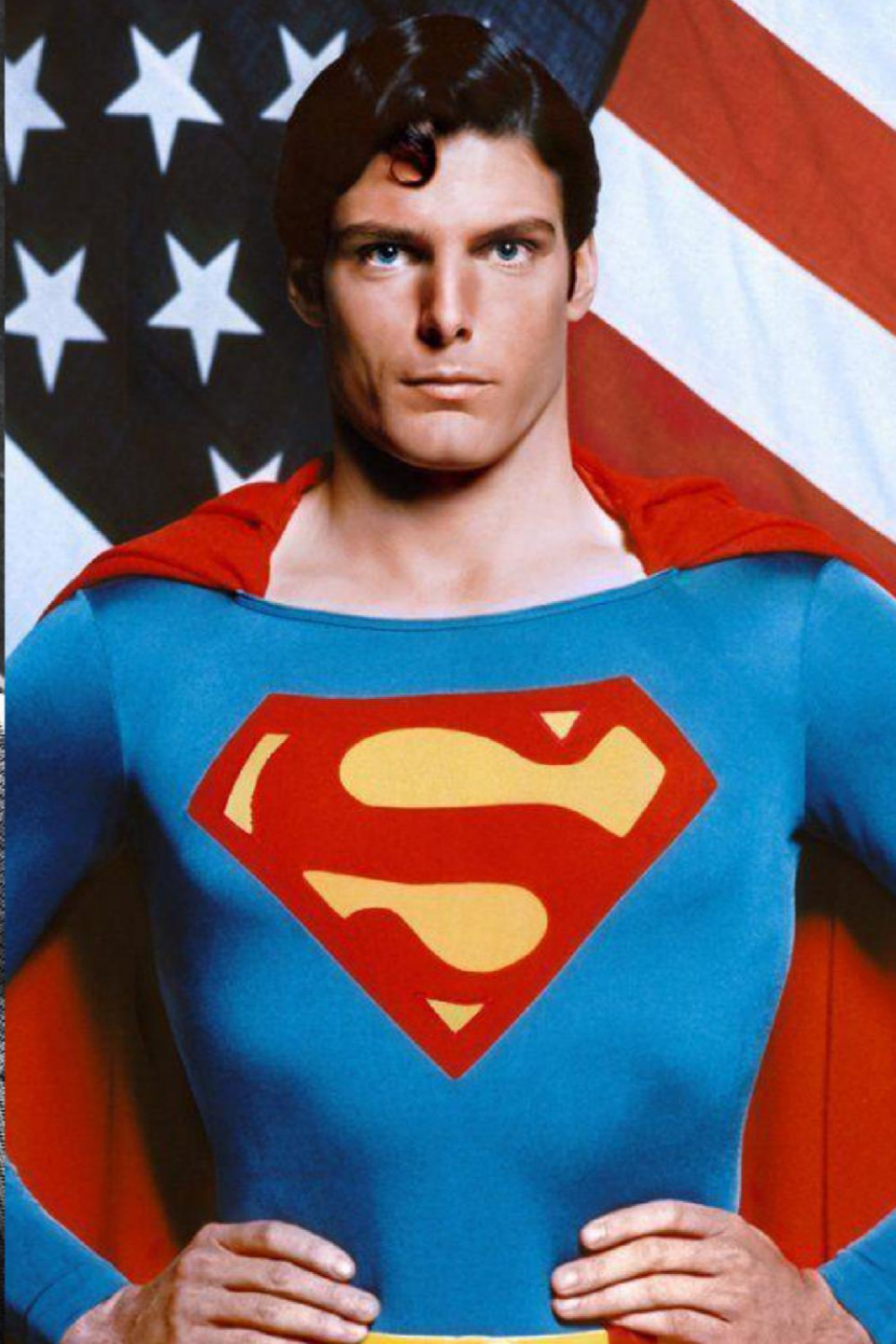
REGULAR GUY/GAL



RULER



SAGE







HERO



OUTLAW



HERO



HERO



OUTLAW



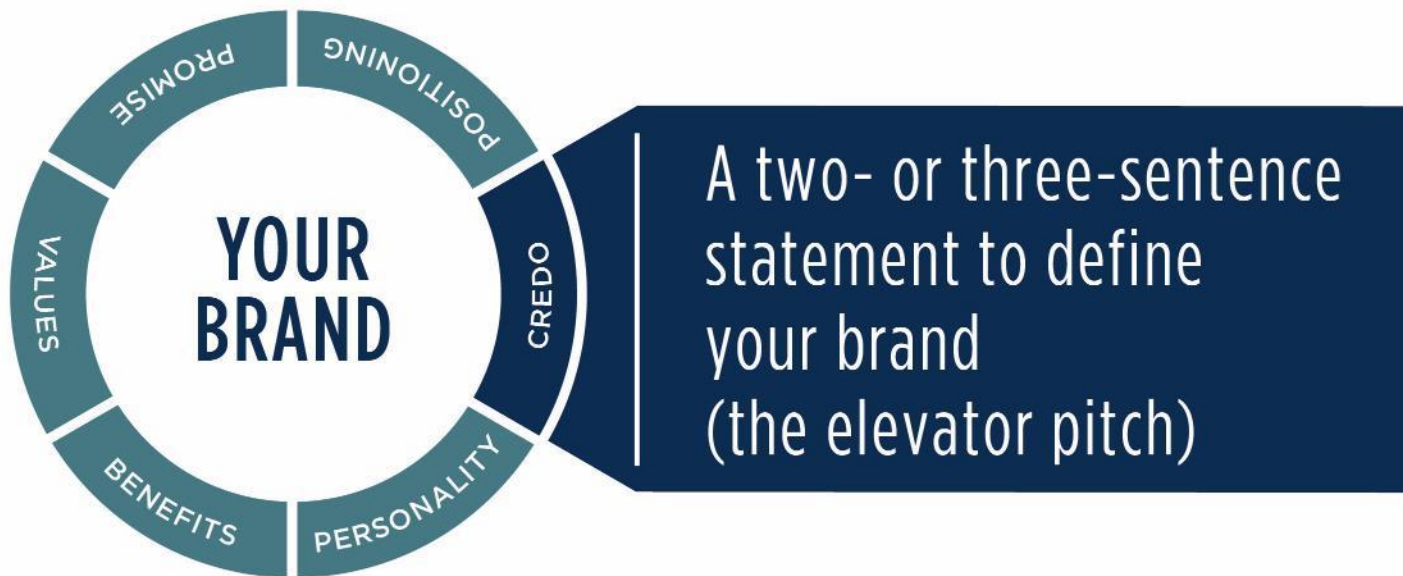
HERO

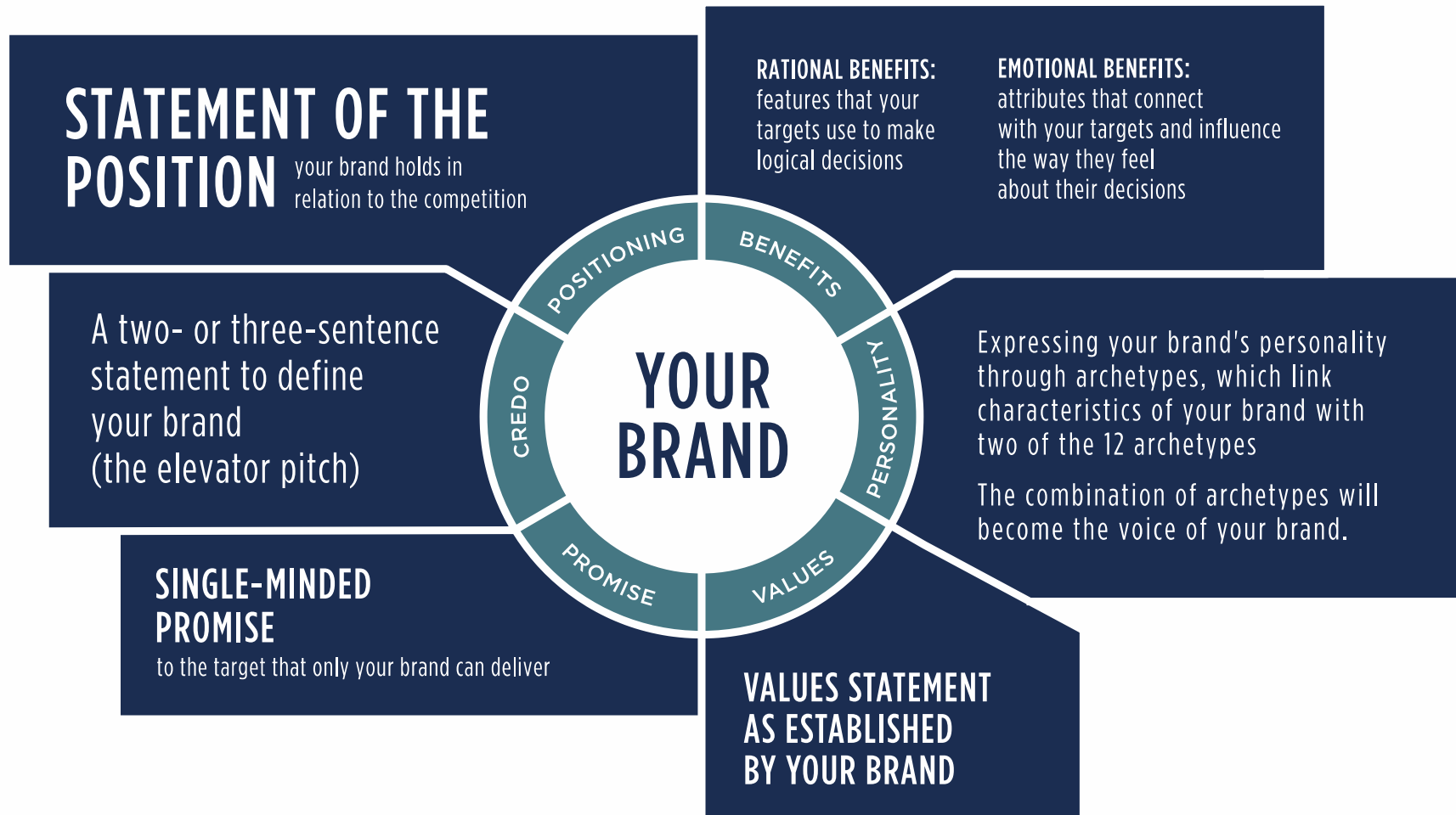


INNOCENT



SYNOPSIS





**WHO IN YOUR COMMUNITY
CAN HELP YOU DEFINE
YOUR BRAND?**



Tells the brand story

- Not an ad
- People beyond the strategic team *may* never see this work in its current form
- Will be used to inspire all communications that will follow
 - Brand standards guidelines
 - Website/other digital
 - Advertising
 - Collateral
 - Any other form of communication that references the brand



BRAND NARRATIVE



For information on VOICE, please visit their website at
<http://paculturechangecoalition.org/>

HOW CAN YOU
TELL YOUR
STORY?

VARSlTY®

— WINNING THE MATURE MARKET™ —

Derek Dunham

Vice President Client Services

- ddunham@varsitybranding.com
- 717.991.3268
- [LinkedIn.com/in/derekdunham](https://www.linkedin.com/in/derekdunham)
- [Twitter.com/DerekDunham](https://twitter.com/DerekDunham)

Emily Runyon

Senior Account Executive

- erunyon@varsitybranding.com
- 717.756.4619
- [LinkedIn.com/in/emilyrunyon/](https://www.linkedin.com/in/emilyrunyon/)

VARSITY®

— WINNING THE MATURE MARKET™ —