PORTFOLIO WITH CASE HISTORIES

EXPERTS IN THE MOST SOPHISTICATED, POWERFUL, AND EFFECTIVE BRANDING TECHNIQUES

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I have a passion for providing our clients with the best and most effective brand solutions.

We are experts in the most sophisticated, powerful, and effective branding techniques, including the strategic use of:

- Brand ladders that link the top-ranked purchase factors to tangible benefits and emotional hot buttons
- Imagery that evokes the emotions connected to the top-ranked purchase factors
- Reptilian and Limbic hot buttons
- Brand archetypes based on the organization's shared values
- Cultural archetypes

Very few agencies are aware of these branding techniques and their role in selling and in building brand loyalty.

If you want to develop a strong, clear link between your organization's tested brand identity and creative implementation in advertising, websites, collateral, etc., there is no one better than Chuck Pettis and BrandSolutions.

Please call or email me today for a free consultation.

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Nokia

Objectives:
• Understand the needs and requirements of corporate customers for wireless LAN and terminal data communications products and services.
• Create a credible and persuasive brand identity for Nokia Wireless Business Communications.
• Develop strategies to introduce Nokia Wireless Business Communications and its products/services to the channel and to customers.
• Build brand equity: increase brand awareness, perceived quality, brand identity, brand loyalty and market share.

Brand Development Strategy:
• Conducted internal and external brand audits in order to gain a full understanding of the company and its industry.
• Conducted Branding Workshops, to further the understanding of the company and its industry, to identify an initial set of brand elements (purchase factors, benefits, positioning statements, company values, category descriptors) to test in subsequent research, and to build consensus on moving forward with the branding process.
• Conducted extensive international market research to identify customer needs and their related emotional components, in order to develop a compelling brand identity and communications.

Results:
“Brand Solutions and Chuck opened our eyes to the meaning and power of branding. Without his help, our project would not have been a successful one!”
– Vesa Walldén, Former Nokia Vice President of Sales and Marketing; Senior Partner at Capman Technology
MICROSOFT

Objectives:
• Determine the market position of Microsoft as a provider of services to the small business sector.
• Develop a compelling message for bCentral to small businesses.
• Create small business service package names.
• For the Microsoft bCentral website, develop the optimum architecture and navigation format and design.

Brand Development Strategy:
• Conducted competitive website analysis to determine the market position of Microsoft bCentral relative to competitors in the small business services sector.
• Conducted multiple segmented focus groups to determine the most compelling brand messaging and service package names for the target markets.
• Conducted additional focus groups to determine the most effective website design and informational elements, as well as layout and navigation.

Results:
“I brought Chuck in on several projects at Microsoft. He was instrumental in working through research and processes to determine strategic directions for our product marketing and branding. I can’t say enough about his pragmatic approach that gets you what you really need to get your job done…and his enthusiasm about the work is delightfully contagious.”

– Dana Nunnelly, Former Microsoft Senior Marketing Manager; Owner Northwest Design & Consulting
SUN MICROSYSTEMS

Objectives:
- In 1995, Sun Microsystems was seen as a manufacturer of technical workstations and wanted to reposition itself as a maker of computers and servers for corporations.
- Define the value statement and brand identity for Sun servers.
- Identify the best positioning for Sun servers versus the competition.

Brand Development Strategy:
Conducted qualitative and quantitative market research to identify the top purchase criteria for business and workgroup servers, benchmark Sun's brand equity, and to determine the best brand name.

Results:
- In April, 1997, Sun Ultra Enterprise Servers were introduced using the brand name and brand identity BrandSolutions recommended.
- Post introduction, all analysts issued “Buy” recommendations and Morgan Stanley predicted the stock would climb to $70. In two weeks, the stock went from $47 to $67.
 PACKET ENGINES

Objectives:
• Create a compelling and credible brand identity: positioning statement, brand associations, value proposition, brand personality, product name architecture, creative look & feel.
• Develop a brand strategy to increase brand awareness, perceived quality, brand loyalty and market share.

Brand Development Strategy:
• Conducted a comprehensive two-day Branding Workshop.
• Conducted network manager focus groups to help create creative concepts.
• Conducted a survey of network managers.
• Held a creative options session to develop the brand identity and determine brand name options.
• Developed brand strategy and integrated marketing communications.

Results:
After implementing the BrandSolutions brand identity recommendations, Packet Engines was acquired by Alcatel for the highest valuation of any gigabit technology provider.
ATTACHMATE

Objective:
Sell and promote Irma micro-to-mainframe software.

Brand Development Strategy:
• Leveraged the brand name – Irma – by focusing on a beautiful woman ("Irma"): “The Beauty of Irma.”
• Men's and women's brains are not just from Mars and Venus. We are from different galaxies! In this case, the target audience was primarily men. Irma was selected to be beautiful and tastefully appealing to men. Men would often blush when they saw photos of Irma.
• Developed an integrated marketing communications campaign including advertising, direct mail and trade shows. The demo disk contained over 30 photos of Irma. Irma attended trade shows and acted as the spokesperson for the Irma product.

Results:
• This was the most successful ad in Attachmate history.
• Men would call up and say, “I'm looking at the Irma ad. I would like to order 200 copies.”
APPLIED MICROSYSTEMS

Objective:
Generate qualified sales leads from embedded systems engineers.

Brand Development Strategy:
• The product helps engineers debug embedded systems software. Nature’s expert “debugger” is frogs. The target audience was primarily men. We discovered through market research that male engineers loved illustrations of frogs with tongues sticking of their mouth catching bugs. The bug-catching frogs were unforgettable Reptilian hot buttons!
• Photos with captions always catch people’s eyes. While the frog was the star of the campaign, each ad included several illustrations of the project with a short caption.
• The integrated marketing communications campaign included a series of ads, direct mail, posters, and giveaways at trade shows.

Results:
This was a highly successful campaign at generating qualified sales leads.
THE OPEN GROUP

Objective:
Rebrand The Open Group, one of BrandSolutions' oldest clients.

Brand Development Strategy:
• Conducted communications audit to determine the current features, benefits, values, and messages currently being used to market The Open Group and its competitors.
• Conducted separate Branding Workshops on The Open Group's brands, products and services.
• Conducted quantitative online market research to determine top-ranked features (purchase factors) and associated tangible benefits and emotional appeal for The Open Group and each of its products and services.
• Conducted follow-on market research to determine the best creative theme and imagery to use in marketing communications.

Results:
• Implemented the researched brand identity into The Open Group marketing communications, including an update to the logo, a design and layout template for key positioning and marketing documents, and creating page layout designs and copy for new The Open Group website.
• “Brand Solutions' methodology works, works well and Chuck keeps organizations on track with good humor and a deft touch.” – Graham Bird, Former Vice President, Marketing & Sales, The Open Group; Principal, Enigma Consult
• “As a diehard cynic, I approached Chuck's process with apprehension. After the workshop, I was surprised that we had made genuine progress, gotten closer to our products and services and were well on the way to solving some awkward and elusive branding issues!” – Garry Doherty, Open Group Product Manager
JELD-WEN

World’s largest manufacturer of windows and doors for residential and light commercial applications

Objective:
Company had many different brands of windows and doors, as a result of numerous acquisitions. The objective was to re-brand the company, and turn it from a “house of brands,” into a “branded house,” by developing a coherent brand architecture and a single brand identity.

Brand Development Strategy:
• Facilitated Branding Workshop with JELD-WEN management, followed by extensive qualitative and quantitative market research to determine the top purchase factors, brand architecture, brand archetype, the most compelling emotional imagery, and most effective corporate/brand positioning based on market-driven purchase factors.
• Conducted ongoing Brand Strength Tracking Studies to measure and track JELD-WEN’s brand equity with dealers, builders, remodelers, architects, and consumers.

Results:
• Helped JELD-WEN successfully move from a “house of brands” to a “branded house” across North America, Europe, Australia, and South America, and in so doing all marketing efforts were focused on a single brand versus dozens.
• Significant revenue and profit growth, including domestic and Canadian entry (with subsequent sales and profit growth) to The Home Depot and Lowes; and, extensive growth in traditional Dealer and Distributor channels.
• Total brand awareness went from 0% in 2002 to aggregated 70.0% in December 2007; equating to 27% with consumers, 84% with architects, 100% with distributors, 92% with dealers, 89% with remodelers, and 90% with builders.
**REI**

**Objective:**
Motivate more people to go outdoors and thus increase sales.

**Brand Development Strategy:**
- For this leader in outdoor gear and clothing, BrandSolutions planned and implemented a complete branding project, starting with a Branding Workshop and then doing careful market research.
- The resulting brand identity and all recommendations were implemented and used as the blueprint for significant operational and marketing changes.

**Results:**
- It was discovered that:
  - Technical mountaineering photos scared REI target audiences, most of whom just want to go for a hike or a non-dangerous outdoor activity.
  - Imagery of big, beautiful landscapes with small people evoked memories and feelings of spirit.
- REI hired a fashion designer to translate its functional outdoor gear and clothing into fashionable, color-coordinated clothing.
NORDSTROM

Objectives:
- Explore and define a “missing” customer segment.
- Help create a new line of clothes for this “missing customer.”

Brand Development Strategy:
- Through focus groups and quantitative research, BrandSolutions discovered which potential customers were not shopping at Nordstrom and what their apparel needs were.
- Based on the research, provided direction on the overall positioning, product, architectural, and communication elements of the new brand.

Results:
- The study defined the most profitable and likely consumers for the new line of apparel.
- This successful line, EXPERT by Evergreen, was launched by Nordstrom in March of 1998.
SIMON

The leading developer and manager of shopping malls in the US

Objective:
Develop a brand identity and strong brand position in a category (mall operators) which was invisible in the minds of consumers.

Brand Development Strategy:
• 1999 – Not known by shopping center shoppers. No mall management category existed.
• A shopper-based brand identity was developed through careful, detailed market research.

Results:
• 3/1/99 – Branding campaign begins: “Simon. Simply the best shopping there is.”
• 1/1/2000 – 53% of shoppers recognize and understand the Simon Brand.
• Simon “owns” the mall category.
• Annual sales/sq.ft. of $377 vs. industry average of $340.
• “Simon has been able to use its branding concept to drive revenues and improve operating margins.” – Robert L. Levy, Sr. Real Estate Analyst

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CASA

Objectives:
• Create a compelling national brand identity.
• Communicate CASA’s brand identity with greater consistency, among diverse member programs and communities around the country.
• Increase positive awareness of CASA and its role in helping children.
• Identify the top-ranked factors that most motivate support and loyalty.

Brand Development Strategy:
• Reviewed existing CASA marketing communications and materials.
• Conducted an internal survey of National CASA staff members.
• Conducted telephone interviews of 75 current CASA program directors, volunteers, members of professional organizations and judges.
• Conducted focus groups among volunteers.
• Conducted a national benchmark survey of 400 current non-profit organization donors and volunteers.

Results:
• Found that helping to find a child a safe, permanent home where he/she can thrive is the single most important CASA benefit by a margin of almost four-to-one. Based all messaging on this finding.
• In 2000, CASA added 55,750 new volunteers, a 5.7% increase
• In 2002, CASA added 61,900 volunteers: an 11.3% increase
• From 1999 - 2001, CASA helped 246,390 children, a 19% increase
NORTHERN PLAINS RESOURCE COUNCIL

Objectives:

• Increase Northern Plains Resource Council total membership.
• Increase public awareness of Northern Plains’ principles and work.
• Improve the reputation, effectiveness, perceived value and quality of Northern Plains.
• Increase member pride in Northern Plains, and its mission and principles.

Brand Development Strategy:

• Conducted a communications assessment.
• Conducted an issue-based Branding Workshop.
• Conducted market research to determine the best messages and communications strategies. Also through market research, created the brand identities and developed and tested alternative creative themes.
• Conducted presentations and provided media techniques training to leadership and staff to ensure all communications were executed consistently and expertly.

Results:

“Learning the art and science of branding from Chuck Pettis was a pivotal experience for Northern Plains. Our name recognition, reputation and ability to reach our target audience is much stronger than pre-Brand Solutions.”

– Teresa Erickson, Staff Director, Northern Plains Resource Council

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WOMEN THRIVE WORLDWIDE

(Formerly Women’s Edge Coalition)

Objectives:
• Create and validate the best brand name for the organization.
• Determine and validate the best positioning and messaging.
• Help move the organization to the next level of effectiveness.
• Increase public awareness of the organization’s principles, work, and results.
• Improve the organization’s reputation, effectiveness, and perceived value.
• Help the organization become more clear and effective in all communications and campaign initiatives.

Brand Development Strategy:
• Conducted a Branding Workshop.
• Our brand name partner, NameStormers (.com) created brand names alternatives for testing.
• Validated the brand identity via online and telephone market research.
• Developed and tested alternative creative themes and imagery.
• Provided consulting on brand implementation.

Results:
“Brand Solutions helped us really align our brand with the promise and vision of our mission. Two years on, we have a cohesive, compelling message that has helped both us and our audiences clearly understand what we’re about and how we’re different. Their branding work has put us on the path to greater success.”
– Ritu Sharma, Co Founder and President, Women Thrive Worldwide
CENTERS FOR SPIRITUAL LIVING

Objective:
Help the spiritual communities of Centers for Spiritual Living grow and make the world a better place.

Brand Development Strategy:
• Conducted full branding projects for United Centers for Spiritual Living and Religious Science International: branding workshops and two rounds of quantitative market research. After concluding the projects, it was discovered that the researched brand identities were virtually identical.
• Developed website, advertising, and brochure templates to enable all spiritual communities to have a common very compelling brand and graphic identity.
• Facilitated a special pilot program called UPLIFT to: “test market” the integrated United Centers for Spiritual Living and Religious Science International brand identity with the goal of learning what works and what doesn’t; facilitated a successful rollout of the branding program to the other spiritual communities.

Results:
• Ministers discovered that the new language, the new brand identity, and the new creative materials resulted in new members and growth of their spiritual community.
• In 2012, the two organizations integrated into one organization operating under a single brand name: Centers for Spiritual Living.

“Chuck Pettis and Brand Solutions brought us a complete brand identity experience that has literally transformed the way our organization is seen in the world. Chuck and his team are thorough and tireless in their support for clients, and their creative work is excellent. I would recommend Brand Solutions without hesitation for anyone looking for a high value brand identity experience.

– Rev. Dr. James Lockard, Director, International Centers for Spiritual Living
GEOS INSTITUTE
(Formerly National Center for Conservation Science and Policy - NCCSP)

Objectives:
• Develop a brand identity for the organization.
• Develop a new brand name.
• Based on the new brand identity, develop templates for organizational marketing communications.

Brand Development Strategy:
• Facilitated NCCSP Branding Workshop.
• Conducted online market research to validate the brand identity created by the client in the Branding Workshop.
• Tested the new brand names developed by our brand naming partner, NameStormers (.com), for appeal and credibility among the target audiences.
• Conducted ClimateWise Branding Workshop.
• Created ClimateWise business card template and letterhead, report templates, folder, flyer, and brochure.

Results:
“Brand Solutions did a great job helping us clarify our organizational identity and align our communications with our identity. Our transition to being a “branded” organization was quick and painless because of Brand Solution’s incredible skill and it has paid off! I recommend them to anyone who wants their organization to be more effective in fulfilling its mission.” – Tonya Graham, Executive Director, GEOS Institute
UNITY

Objectives:
• Define and communicate compelling, credible and trusted brand identities for:
  ➤ The overall, “master” Unity brand
  ➤ Association of Unity Churches International
  ➤ Unity School of Christianity
• Identify the target audiences most receptive to Unity’s overall and “unified” brand identity so as to enable growth.
• Use the tools and techniques of branding to improve the reputation, effectiveness, and perceived value of your organization.
• Get everyone on the same page.

Brand Development Strategy:
• Conducted messaging and brand architecture audit.
• Conducted four Branding Workshops on the Unity brands.
• Conducted surveys with internal and external audiences to validate and refine the Unity brand identity.
• Developed and tested alternative creative themes and imagery.
• Finalized the brand identity and developed creative templates for organizationwide communications.

Results:
“Chuck Pettis and his team are absolutely dedicated to making your brand successful! His knowledge of branding is extensive, and he goes the extra mile to give excellent guidance and practical assistance. If you are thinking of working with Brand Solutions, don’t hesitate. You’ll be glad you did!”
– Lisa Wittman, VP Communications, Association of Unity Churches International