



Boys & Girls Club

November 11, 2008

By Liz Goodgold

It all Starts with the Brand

- Brands must have a singular _____.
- Cannot be all _____ to all _____.

What is a Brand?

- It is a name that provides _____, _____, and _____
- It _____ your company from competitors
- It acts as a shorthand _____ of *all* company attributes and marketing images
- Great brands provide an _____ connection
- Essential to create the _____ of benefits

3755 Carmel View #2 • San Diego, CA 92130 • 858-550-7000 • 1-800-NUANCING (800-682-6246)

www.nuancing.com • www.redfirebranding.com liz@nuancing.com ©2008 The Nuancing Group

Why Brand?

- Reflects a higher _____ value
- Builds _____
- Increases _____ advertising
- Commands _____ prices
- Creates _____

Creating The Experience

- Say goodbye to the _____ and “hello” to the experience
- Think like your _____
- Treat the customer as _____
- Every _____ counts
- Customer Service is an opportunity for _____ and loyalty
- Don’t forget the _____

Please feel free to write me at Liz@nuancing.com or call me (858-550-7000) with questions.

Completed worksheets are posted at www.redfirebranding.com under “Attendee Forum” and labeled “Boys & Girls Clubs Completed Handout”

3755 Carmel View #2 • San Diego, CA 92130 • 858-550-7000 • 1-800-NUANCING (800-682-6246)

www.nuancing.com • www.redfirebranding.com liz@nuancing.com ©2008 The Nuancing Group