



BrandRightSM

A Comprehensive Approach to Positioning Your Company for Growth

As smart, successful businesses know...everything customers and prospects see communicates important messages about your company, products, and values. Leading brands take an active role managing and evolving their organizational identity and marketplace persona.

In today's ultra-competitive world where product differentiation can be difficult to achieve, smart companies often find powerful and incisive branding to be the difference between success and failure.

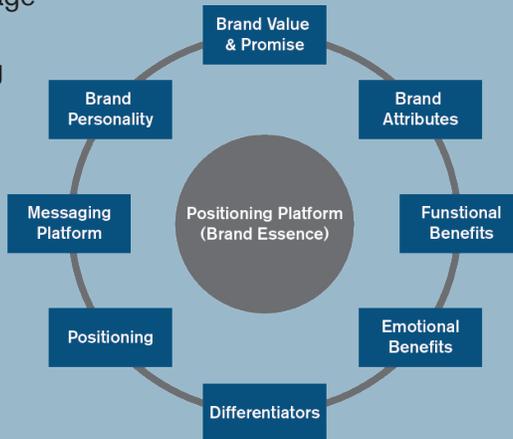
Ascension BrandRightSM is proprietary brand identity and refinement program specifically designed to help companies develop and deploy winning brand positioning and messaging platforms.

It leverages marketplace insights and key competitive perspectives to differentiate your business and create increased demand for your products and services.

A Comprehensive Branding Platform

Ascension BrandRightSM is more than just positioning. It is a comprehensive go-to-market strategic positioning and brand identity development program comprising multiple elements to enhance your marketplace brand image:

- Messaging platform (Value Drivers)
- Brand Identity Package
- Brand Benefits
- Strategic Positioning
- Brand Essence
- Brand Personality
- Elevator Speech
- Tone of Voice



Building Brand Preference with a 360° Perspective

BrandRightSM is designed to build both customer preference and competitive differentiation for your brand. It uses a 360° approach that leverages data and marketplace input from three critical perspectives:

- Client organizational growth plans
- Target audience needs/wants
- Marketplace perceptions

Your Brand Persona is Critical

A strong brand is invaluable as the battle for customers significantly to the overall financial valuation of many organizations. Examples include the Coca-Cola and Walt Disney brands wherein company market capitalization estimates include billions in intangible brand value.

Even small companies benefit from having clear, compelling brand positioning and messaging platforms. A powerful and compelling brand persona makes acquiring new customers easier while also motivating employees and increasing overall company value.

To learn more about how Ascension BrandRightSM can make a difference for you contact Jip Inglis at jinglis@ascensionstrategy.com or call 404-250-4547.