

## Core Marketing and Brand Principles

### Strategic Principles

All marketing and brand strategy is based on a company knowing where they are now and where they want to go in the future.

This process starts with an updated mission statement (what we do and why), vision statement (where we want to go) and values (how we do what we do).

### Brand Principles

All branding is based on this brand platform:

- The brand is the company and the company is its brand
- The brand is meaningful and differentiated
- The brand strives for brand passionate customers
- The company recognizes that each time a customer or potential customer comes in contact with a brand (company), it is a MOMENT OF TRUTH. This moment will either enhance or destroy the brand in the mind of the customer or potential customer.
- The company has the systems, products/services, and culture that support brand engagement at every customer touchpoint.
- The company controls the message and position of the brand as much as possible, including word-of-mouth.
- The company's name, logo and tagline are relevant and reflective of the expectations of the customer and potential customer.

### Marketing Communications Principles

Successful brands are built over time. The road to getting there is paved with many small victories.

A marketing program must be focused, consistent and integrated that is measurable at every point.

