



THE COMPOUND FACTOR®

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OFFICIAL NEWSLETTER OF THE BRAND COMPOUND, LLC

www.brandcompound.com

Brand New from The Brand Compound:

The premier issue of our newsletter, The Compound Factor.® Our bi-monthly issues will be filled with informative, useful and interesting branding and marketing articles. Today's branding and marketing process has never been as challenging, nor as rewarding. The communication channels that are now



available (and ever changing) have made the task of being in the game a never ending job of learning, digesting, filtering, deciding and implementing. We welcome your input and look forward to bringing you food for thought in the ever evolving world of branding and marketing communications.

– Partners John Harrison and Deborah Darnulc

WHAT IS YOUR BRAND PROMISE?

Leadership changes. Machinery wears out. Technology becomes obsolete. Inventories get depleted. Patents expire. But one form of intellectual property that your company owns, and only one, can never expire. That form is your brand. Nothing in business is as powerful as your brand. It is your future!

To define a brand, you must put it all together: all the thoughts, feelings, as sociations and expectations your customers and prospects experience consciously or sub-consciously when they're exposed to your company's name, corporate identity, products and services.

In daily practice, the word brand stands as a surrogate for the word promise. What is your brand's promise? Do you know what it is? Do your customers know what it is? Ask them. Do your employees know what it is? Ask them. That will be a good starting point.

BRANDED!

Company: Optimum Solutions Corp.

A developer of advanced software and automated scanning and data capture systems for the market research and education markets.

Challenge: Create a new brand platform, communicate the messaging to the target audiences and generate sales.

Discovery: OSC has a reputation in their industry as being the only software with 99.9% accuracy. OSC also customizes their product for each client while being competitively priced. OSC's success was all but a well kept secret.

Solution: An integrated marketing program positioning OSC as a progressive company with exciting new products and services, and a rich history among the top market research firms.

RESULTS! The new branding appealed to all targets. OSC developed new marketing research clients, established itself as a player in the education community, and garnered important prospective clients in both categories.



www.oscworld.com

BRANDING TRIVIA

In 1921 General Mills created a fictional spokesperson so that correspondence to housewives could be sent with a signature. Who is this fictional character that became the brand?

For the answer email us at debbie@brandcompound.com

ADVERTISING OOPS!

The KFC translation of its advertising slogan "finger lickin' good" into Chinese, came out as "eat your fingers off." ... OOPS! Always got to do your homework.



THE COMPOUND PICKS

MAD MEN on AMC

Which Mad Men character are you?

John: After a careful review, I think that I'm most like Peggy Olson. I just love the branding and creative process ... one can't live and survive without the other. Also like Peggy, I'm determined, adventurous, don't like losing control of myself, work at all hours and had to go out on my own.

Deb: I can identify with Ken Cosgrove. I very much enjoy the client contact and thrive on winning business, however, my fantasy career would have been as a writer. I love being able to tap in to the creative side of my brain.

Which Mad Men character are you and why? The winning response will be printed in our next newsletter and you'll **win a digital camera!**

Send your entry to: john@brandcompound.com

MAD MEN

BRANDING WITHOUT BOUNDARIES

To receive The Compound Factor, visit our website. Want to talk with us? Contact John Harrison at john@brandcompound.com or 516-295-3158