

D U N N

888 224-0304
www.dunnbrand.com

Services

WHAT WE DO

Our goal is to conceive of brilliant ideas and communicate them memorably and in ways that are consistent with our clients' desires, aspirations and objectives. And most importantly, from conception through execution, we strive to create work that is without precedent.

A respected brand consultancy and evolving ideas boutique, D U N N offers clients a full range of strategic and creative services in just about every communications discipline — traditional advertising, brand consulting, design, environmental, retail, direct and interactive— all coordinated in one firm. Why is that important? Faced with the explosive growth of new media outlets, brand and commercial communications must think beyond mere traditional strategies to be truly effective. D U N N was created with that challenge in mind: that is why we offer clients the strategic and creative breadth that's essential for navigating in today's shifting media and cultural landscapes.

What we do.

We dedicate ourselves to gaining an in-depth knowledge of each of our client's philosophy, products, industry, customers, aspirations and limitations.

We listen.

We understand.

We create.

We consult.

We tend to get it right.

We keep promises.

We create and develop marketing plans, brand strategies, advertising campaigns, public relations initiatives, interactive programs and design projects.

We build brands.

We build brand preference with the *right* customers, constituents and audiences.

We help to build strong brands that build thriving, profitable companies.

We work with our clients to uncover their products' unique qualities and make them stars.

We do whatever it takes.

What we don't do.

We don't take the easy way out.

We don't have a bias against using any strategic communications discipline or type of media to achieve the best results for our clients.

We absolutely do not under estimate the impact of brilliant design.

We don't settle for good enough.

We don't think our clients are stupid.

We do not confuse brand awareness with brand preference.

We don't think hard work is passé.

We are often asked what it is that D U N N actually sells? What are our products or service offerings? We have to admit that it's not always easy to explain. Why? Because quite often the results of our work are intangible, ethereal and difficult to define and measure. Many times all our team does is to give clients advice.

01. Advisory Services

- Brand consulting**
- Company culture assessment**
- Corporate communications**
- Creativity and innovation workshops**
- Crisis communications**
- Customer experience**
- Design – graphic, product, industrial, interior and environmental**
- Executive style consultations**
- Executive interviews**
- Experiential marketing and event planning**
- Ideation, idea advocacy**
- Immersion studies**
- Innovation workshops**
- Investor relations**
- Innovative insight research and consulting**
- Internal and external perception evaluations**
- Management consulting**
- Marketing consulting**
- Market research – quantitative, qualitative, ethnographic and experiential**
- Media planning**
- Policy advocacy**
- Political consulting**
- Public affairs**
- Publicity and public relations**
- Organizational behavior assessments**
- Scenario development and planning**
- Assistance with agency and vendor selection and evaluation**

02. Creative Services

- Advertising**
- Architecture**
- Art direction, design and critique**
- Brand design and identity asset development**
- Brand promise development**
- Brand nomenclature (naming)**
 - Corporate
 - Category / Portfolio
 - Product
- Brand standards guidelines**
- Brand story creation (a way to bring the positioning to life)**
- Brand visual systems**
- Creative direction**
- Concept visualization**
- Corporate art buying and creation**
- Corporate communications**
- Design – graphic, product, industrial, interior and environmental**
- Design consultation**
- Executive style advisory services**
- Film and video production**
- Identity development (symbol, typography, color, imagery)**
- Illustration**
- Image consulting**
- Interior design and critique**
- Investor relations communications – annual report creation, roadshow materials and presentation writing**
- Music scoring, sound design and sound identifiers**
- Photography**
- Product design and review**
- Speech writing**
- Story creation**
- Writing, editing and proofreading**

03. Brand Incubator

D U N N has long driven to become known as more than merely an ad agency, a design firm or a strategic marketing consultancy. As proof, several distinctly different experiments that were created by D U N N allow us to build new business relationships with new industries and communities we know well as well as help transform our ever-evolving industry. Our Brand Incubator allows us to create our own brands, become our own entrepreneurial concern, and launch our own branded products and services. This assists us to view the entire cultural, business and community action that drive culture, behavior change and innovation. We're not merely coaches any longer, we can play the game now as well.

04. Corporate Training

We create and lead inspiring seminars, ideation sessions and workshops suited to your *specific* needs. For more information, contact: michael@dunnbrand.com or call **D U N N** at 888 224-0304.

05. Lectures and Speaking

We are comfortable speaking or lecturing on a wide range of subjects. For speaking engagements, please describe the event, the proposed topic and a brief description of the anticipated audience, including their approximate level of understanding. For lecture requests, please outline the topic and describe the anticipated participants.

D U N N

888 224-0304

www.dunnbrand.com