

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 in one shop. 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.****We help to build strong brands that help to build thriving 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 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 advice.

## **01. Advisory Services**

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

## **02. Creative Services**

- Advertising**
- 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**
- Corporate communications**
- Design – graphic, product, industrial, interior and environmental**
- Design consultation**
- Executive style advisory services**
- Film / Video / DVD**
- Identity development (symbol, typography, color, imagery)**
- Illustration**
- Image consulting**
- Interior design and critique**
- Music scoring, sound design and sound identifiers**
- Photography**
- Product design and review**
- Speechwriting**
- Story creation**
- Writing, editing and proofreading**

### **03. Corporate Training**

We create and lead inspiring seminars, ideation sessions and workshops suited to your *specific* needs. For more information, contact: [info@dunnbrand.com](mailto:info@dunnbrand.com) or call Michael Dunn at 888 224-0304.

### **04. 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.

**DUNN**  
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