

VISION

THE CORE ELEMENTS OF THE BUSINESS, INCLUDING ITS PURPOSE, MISSION, VALUES, AND STRATEGIES.

IDENTITY

THE SYMBOLS THAT EXPRESS THE COMPANY'S VISION, INCLUDING ITS VOICE, ITS VISUAL PRESENTATION, ITS PERSONALITY, AND ITS CHARACTER.

CULTURE

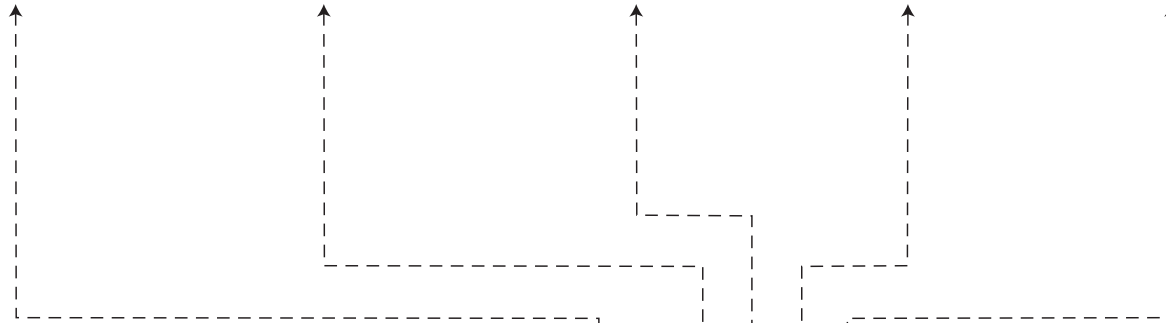
THE WAY THE COMPANY WORKS TOGETHER, INCLUDING ITS PROCESSES, ORGANIZATIONAL STRUCTURE, RELATIONSHIPS, AND LANGUAGE.

PRODUCTS

THE PRODUCTS, SERVICES, AND EXPERIENCES THAT GIVE THE COMPANY ITS COMPETITIVE ADVANTAGE.

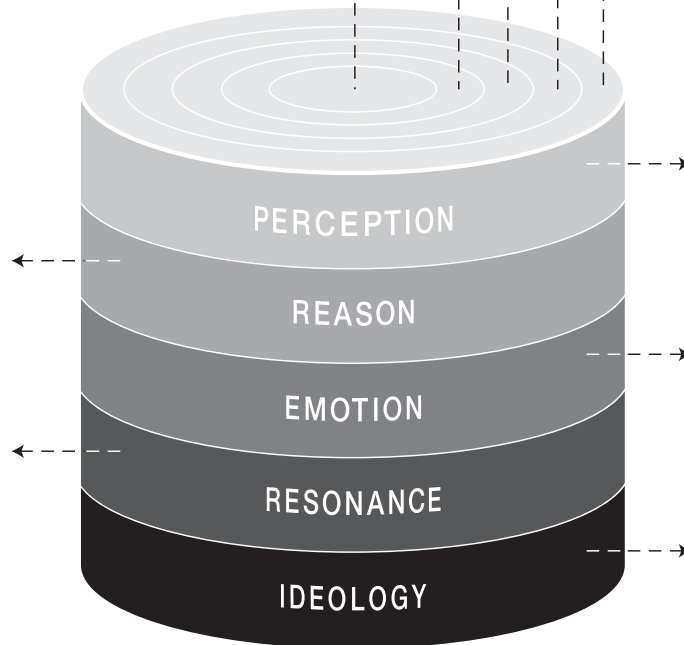
BRANDS

THE BEHAVIORS AND COMMUNICATIONS THAT CONVERT VISION, IDENTITY, CULTURE, AND PRODUCTS INTO CUSTOMER VALUE.



THE LOGICAL PROCESSES WE USE TO MAKE SENSE OF PRODUCTS, SERVICES, COMPANIES, AND COMMUNICATIONS.

THE INTUITION THAT A RELATIONSHIP WITH A GIVEN COMPANY, PRODUCT, OR OFFER IS "RIGHT" FOR US.



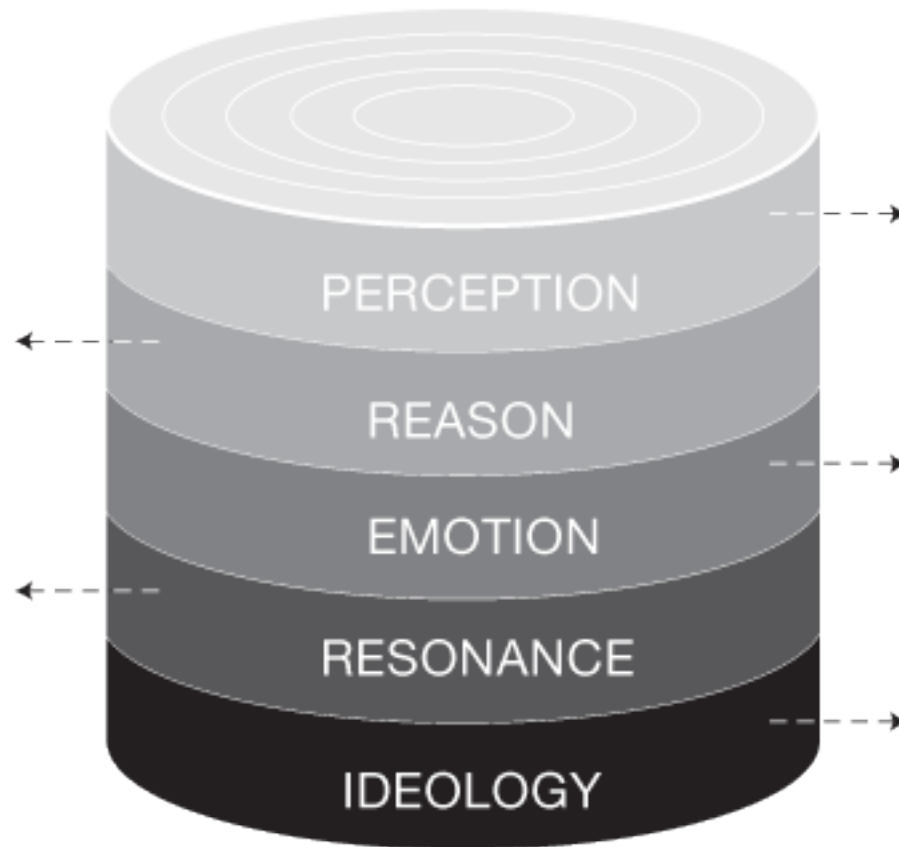
THE SURFACE OF OUR EXPERIENCE, INCLUDING WHAT WE SEE, HEAR, TOUCH, SMELL, AND TASTE.

THE FEELINGS THAT DRIVE MANY OF OUR DECISIONS, INCLUDING THOSE THAT ARE HIDDEN BENEATH OUR REASON.

THE TRIBAL CONNECTION WE FEEL WITH A BRAND— THE DEEP KNOWLEDGE THAT WE "BELONG" TO ITS COMMUNITY.

The logical processes we use to make sense of products, services, companies, and communications.

The intuition that a relationship with a given company, product, or offer is “right” for us.



The surface of our experience, including what we see, hear, touch, smell, and taste.

The feelings that drive many of our decisions, including those that are hidden beneath our reason.

The tribal connection we feel with a brand – the deep knowledge that we “belong” to it’s community.