



CORNERSTONE BRAND COMMUNICATIONS

It's not your capabilities
that set you apart.
It's creating value that
makes a difference.

A DIFFERENCE WORTH REMEMBERING

Despite promoting a proud collection of capabilities and achievements, the distinctions between competitors in most industries is still extremely narrow. That's why I suggest a different approach.

My focus is on communicating a broader, more holistic benefit demonstrated on a daily basis. Like ESPN's "total sports authority" or Maytag's famed "dependability". Where each fulfilled expectation adds credibility. And every year of operation reinforces "The Brand".

That's because a brand represents the promise of a unique solution to an important need. Consistently delivered, it separates you from contenders and bonds you to customers with lifetime loyalty.

My role is to help you define and convey that brand to your key audiences. Inviting, engaging and persuading them to take actions beneficial to your business. To raise awareness. To build credibility. To increase performance. Or to lower the cost of sales.

To do this well, I practice a process of discovery, planning and development that equips me to create individual brand communications or completely integrated campaigns with greater clarity, impact and effect than other less intentional approaches.

All to turn a unique brand value into a valuable brand difference. That's what I call difference making.

