



building  
**BRAND**  
champions

# Got Brand?

STRATEGIC BRAND DEVELOPMENT

MARKETING  
ADVERTISING  
PUBLIC RELATIONS





# About The Brand Coach?

The Brand Coach (TBC) specializes in strategic brand development, *building brand champions*. For more than a decade our proven methodology has guided some of the most recognized brands in the world. TBC's unique approach combines coaching and consulting to ensure the authentic discovery and representation of your brand.



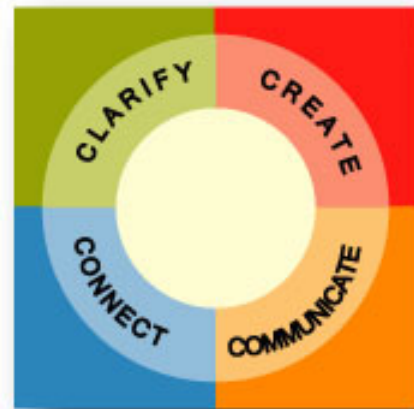
# Philosophy

Strong brands don't just appear.

Branding is both strategic and tactical;

*the visible and emotional expression of a promise.*

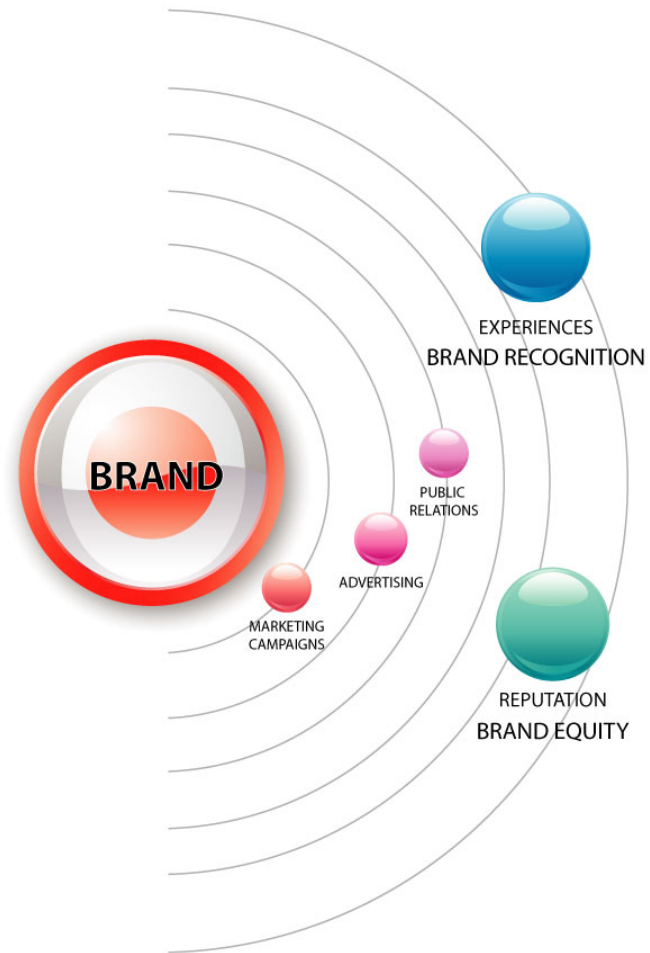
Our approach is a strategic exercise that evaluates each of your company's offerings to determine the best way for them to be experienced.



# Core Competencies

## BRANDING

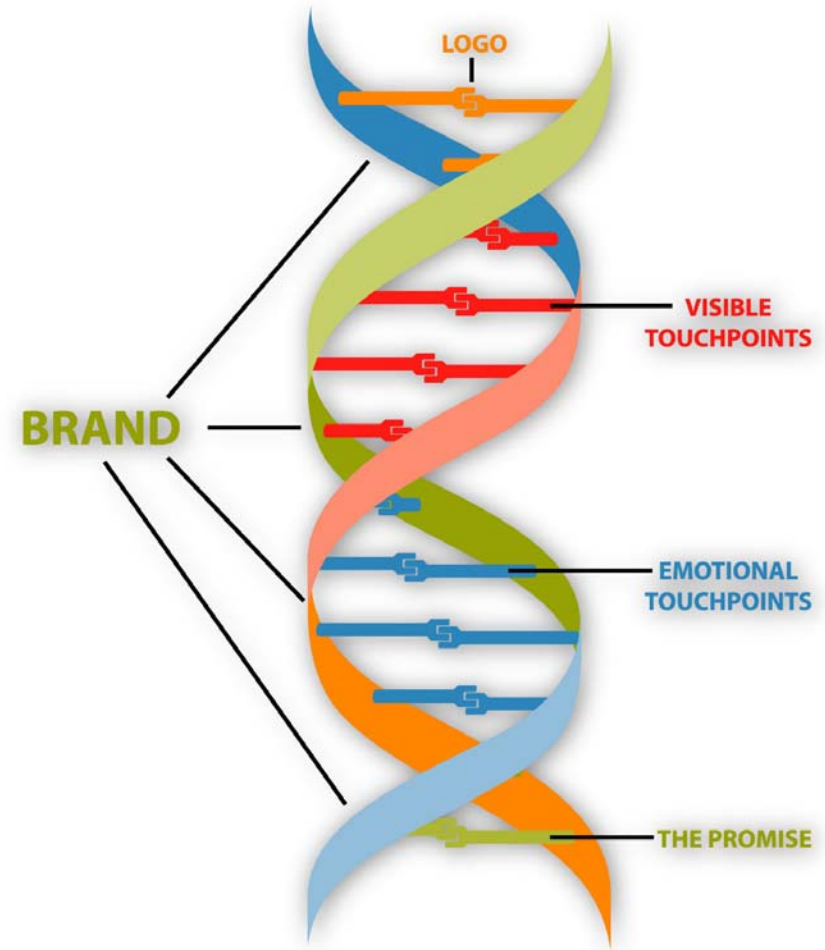
- > MARKETING
- > ADVERTISING
- > PUBLIC RELATIONS



# What is Branding?

*“The visible and emotional expression of a promise.”*

*- Jai Stone,  
Chief Brand-ologist/ CEO  
The Brand Coach*



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# Time is Money



# Our World



# 4 C's of Branding



**CLARIFY** - Clearly communicate your offerings  
Who are you?  
What do you do?  
How do you do things differently (USP)?



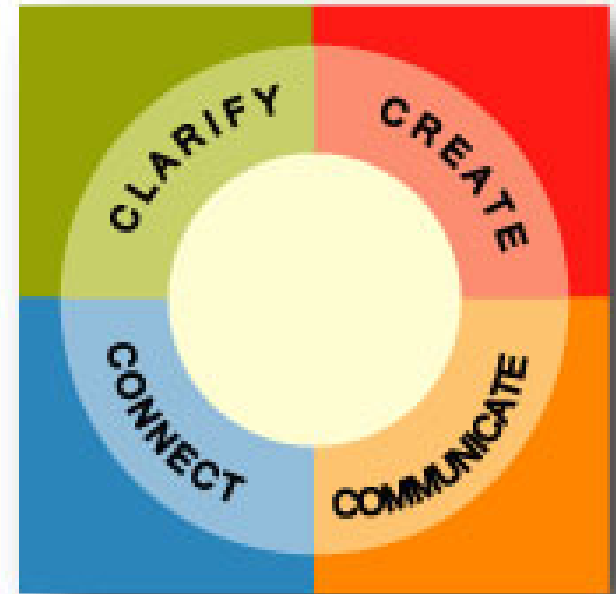
**CREATE** – Creative design should communicate your promise of value through visual queues and stimulating graphics that culminate into a memorable presentation of your brand.




**COMMUNICATE** - Communicate on an emotional level with your audience to ensure instant **BRAND RECOGNITION** and loyalty.



**CONNECT** - Satisfying relationships with stakeholders increases **BRAND LOYALTY** and strength. Design tools that support your brand community and secure the future of the brand.






# Got Brand?



[www.thebrandcoach.com](http://www.thebrandcoach.com)

# Branding TouchPoints





# Need Coach!



[www.thebrandcoach.com](http://www.thebrandcoach.com)

# Benefits

- Effective marketing strategies
- One-on-one coaching
- Authentic brand discovery
- Realistic perspectives
- Current trends & insights
- Ongoing coaching relationship



# Results

- More consistently visible
- Clear communication
- Brand recognition
- Brand equity
- Increased revenues





# Case Studies



# APM Logo (Before)

ATLANTA PEACH MOVERS

ATLANTA PEACH MOVERS

ATLANTA PEACH MOVERS



# APM Logo (After)



# Advertisement & Identity


We literally roll out the RED carpet™  [WWW.ATLANTAPEACHMOVERS.COM](http://WWW.ATLANTAPEACHMOVERS.COM)



Relocating home owners for more than 20 years. We don't just move boxes, we move people.


 *Van James*

2911 NORTHEAST PARKWAY | DORAVILLE, GEORGIA 30360 | PHONE (770) 447.5121 | FAX (770) 447.5154

 [WWW.ATLANTAPEACHMOVERS.COM](http://WWW.ATLANTAPEACHMOVERS.COM)

We "LITERALLY" Roll Out the RED Carpet™

2911 NORTHEAST PARKWAY | DORAVILLE, GEORGIA 30360 | PHONE (770) 447.5121 | FAX (770) 447.5154



VERSION 2

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# Presentation Folder



We LITERALLY Roll Out the RED Carpet™



## THE RED CARPET STANDARD

Atlanta Peach Movers, "We literally roll out the red carpet," for every customer. The red carpet is symbolic of our quality of service. You'll notice that our employees treat you with special care and are always neatly dressed and in uniform. The red carpet service also means personalized attention to address each client's specific concerns.

We LITERALLY Roll Out the RED Carpet™

### RED CARPET STANDARD

- All clients receive a personal account manager - a single point of contact throughout your entire move
- Available 7 days a week
- Comprehensive services - packing, unpacking, shipping, storage, and cleaning
- FREE on-site estimates
- No hidden costs
- Home Protection Kit for residential moves
- Prompt arrival



## A PEACH OF A MOVE

Atlanta Peach Movers specializes in moving people in and out of homes and offices. It began 30 years ago, when the founders asked one simple question...

"WHAT WOULD THE CUSTOMER WANT?"

Since that day, every move has been based on delivering exactly what customers want - the best possible local, interstate, and international relocation services. Available seven days a week, we've cultivated a staff of over 100 employees who never forget that every item we touch is connected to a human being.



## BELIEFS & LEADERSHIP

**OUR BELIEFS:**

- Your needs are our #1 priority
- Offering superior customer service
- Providing the safest, most dependable relocation services

**INDUSTRY LEADERS IN:**

- Experience - over 30 years in the industry
- Government Relocations - specialized training
- Security - 24-hour camera surveillance at our 110,000 square foot storage facility.
- Training - all movers are alumni of Peach University and must pass background checks and ongoing drug screenings

**PHILANTHROPY:**

- Atlanta Habitat for Humanity
- Century 21 Across Atlanta
- Cobb County Humane Society
- George A. Lottier Foundation
- Hope for the Holidays
- Hosha Williams Feeds the Hungry
- Mission to Haiti
- Nicholas House
- North DeKalb Athletic Youth Association
- Oceanian Circle
- Riverwood Athletic Booster/15th Hole
- The Chris Tucker Foundation
- Toys for Tots
- United Way



CERTIFIED RELOCATION SPECIALIST



# Livery (Before)



# Livery (After)





# Contact Information

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