



Ready, Set...Brand!

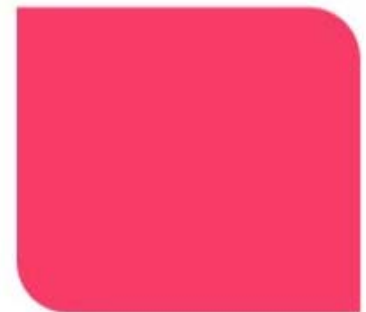


ABOUT JAI STONE?

CHIEF BRAND-OLOGIST/ CEO OF THE BRAND COACH, LLC

Jai Stone's passion is **BRANDING** – helping individuals and organizations discover and communicate their unique identity. As the Chief Brand-ologist and CEO, Jai leads the creation of corporate & celebrity brand strategies and delivers programs to clients such as The Coca Cola Company and Turner Broadcasting System, Inc.

As a pioneer in her field, Stone has been recognized by the Cambridge Who's Who, the Georgia Women's Business Council and the Atlanta Business League for her innovation and creative style of brand development.



WHAT IS BRANDING?





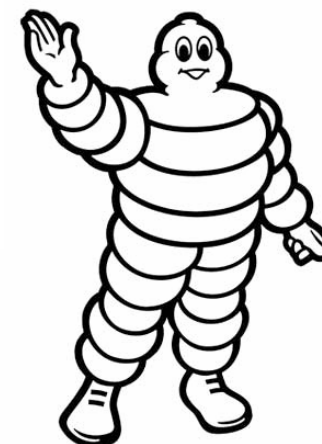
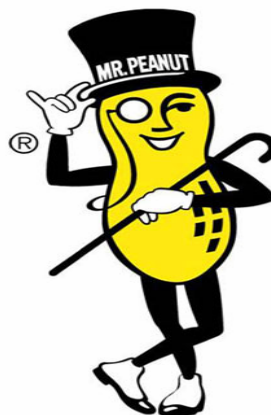
BRAND RECOGNITION

FedEx





BRAND RECOGNITION



***“Without the BRAND,
there is nothing to market,
advertise or publicize. “***

-Jai Stone

**Chief Brand-ologist
The Brand Coach, LLC**



WHAT IS BRANDING?

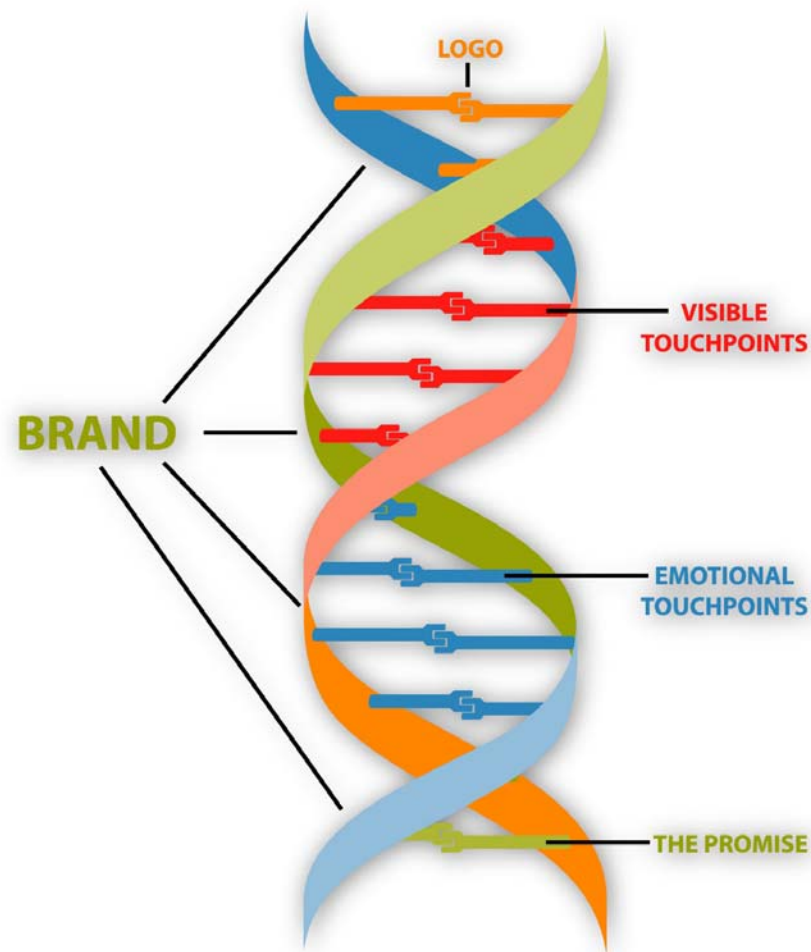




WHAT IS BRANDING?

“The visible and emotional expression of a promise.”

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



READY?





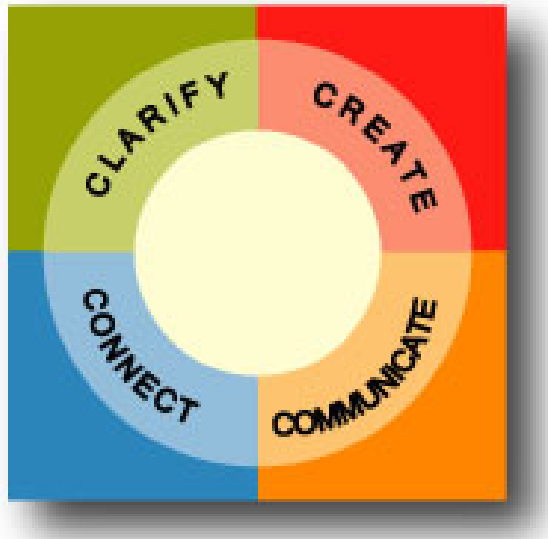
READY: BRANDING TOUCHPOINTS



SET...



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.

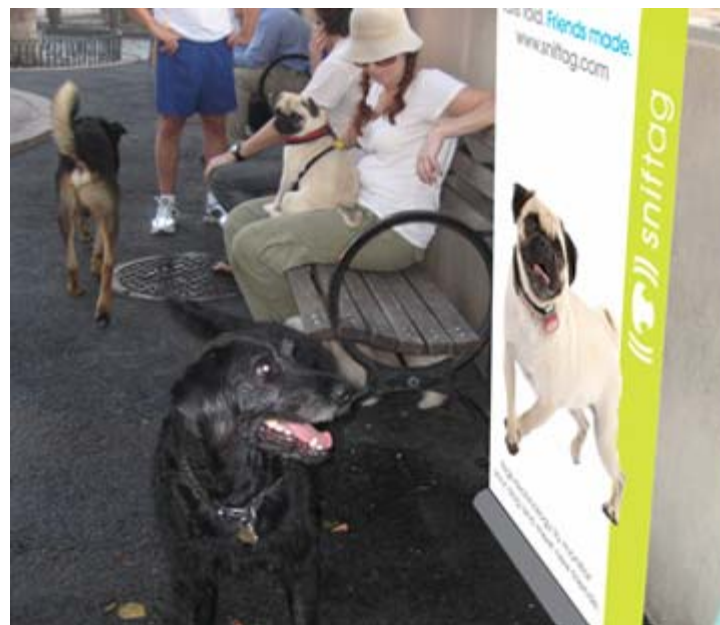




COMMUNICATE



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.



BRAND!





MARKETING STRATEGIES

- Determine your target market
- What is the best way to reach them
- Map out a budget
- Create a message or USP
- Determine Marketing Matrix
- Execute Strategies
- Track Results





RESULTS

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



BRAND EQUITY



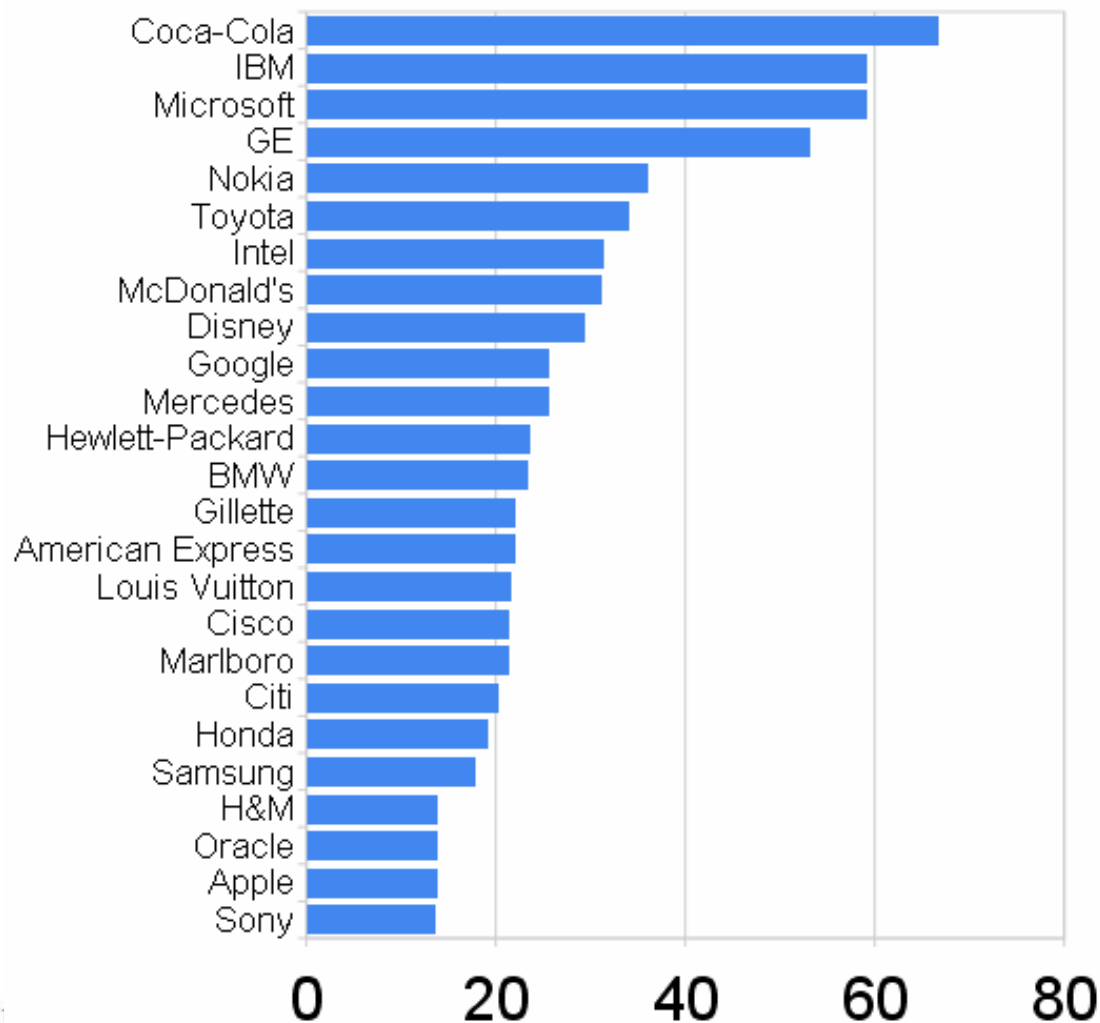
- Coca-Cola remains the top, with a \$66.7 billion in brand value

- Google's brand name value jumped from 20th place last year to 10th in 2008, according to the latest version of an annual study that ranks the best brands, with only four technology companies ahead of it on the list.

- Microsoft slipped from second to third place, edged down a peg by IBM

- Google showed the strongest gain, with a value that increased 43 percent to \$25.6 billion, the study said. Next in line was 24th-place Apple, whose brand value rose 24 percent to \$13.7 billion.

Value of top brands, in billions of dollars



BRAND: CASE STUDY





APM Logo (Before)

ATLANTA PEACH MOVERS

ATLANTA PEACH MOVERS

ATLANTA PEACH MOVERS





APM Logo (After)





Presentation Folder



THE RED CARPET STANDARD

At 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

At 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
- Home for the Holidays
- Hoopa Williams Feeds the Hungry
- Mission to Haiti
- Nicholas House
- North Dekalb Athletic Youth Association
- Cleaner Circle
- Riverwood Athletic Booster/15th Hole
- The Chris Tucker Foundation
- Toys for Tots
- United Way



CERTIFIED RELOCATION SPECIALIST





Livery (Before)





Livery (After)



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