



building
BRAND
champions

STRATEGIC BRAND DEVELOPMENT

MARKETING
ADVERTISING
PUBLIC RELATIONS



Got Brand? Need Coach!



What is a Brand Coach?

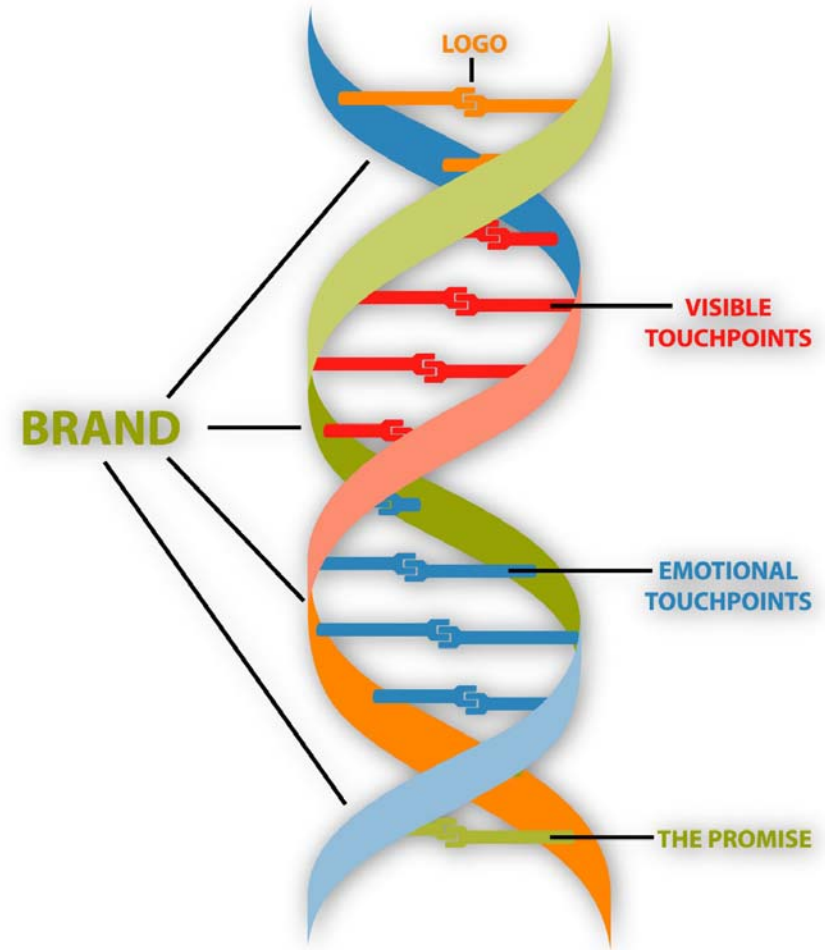
Utilizes a unique approach combines
coaching and consulting
to ensure the authentic discovery and
representation of your brand.



What is Branding?

“The visible and emotional expression of a promise.”

*- Jai Stone,
THE Brand Coach*



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Got Brand?



www.thebrandcoach.com

Branding TouchPoints





Need Coach!



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Consulting vs. Coaching

- Short Discovery
- Direct & Advise
- Market Trends *
- Tactical *
- Short Term Solution
- Ineffective Creative
- Subjective
- Contrived Brand
- Extended Discovery
- Council & Coax
- Relevant Trends
- Emotional
- Ongoing Council
- Relevant Creative
- Objective
- Authentic Brand

* Applies to coaching as well



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

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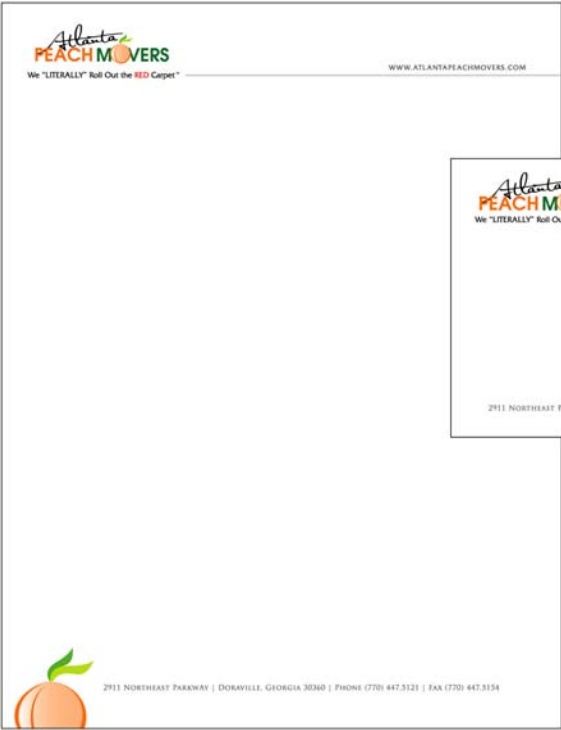
ATLANTA PEACH MOVERS



APM Logo (After)



Advertisement & Identity



VERSION 2



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 Decatur 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

Jai Stone

jai@thebrandcoach.com

1200 Abernathy Road

Suite 1700

Atlanta, GA 30328

404.424.9726 Ext. 701

www.thebrandcoach.com



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