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The Brand Establishment Certification Boosts Business for Agencies

Cleveland – September 23, 2008 – Karen Nasuti and Woody Hinkle knew they needed to make a change to survive the economic slump and keep their ad agency not only alive, but thriving.

As companies slash their marketing and advertising budgets and clients become scarce, larger ad agencies take on smaller clients to fill the gap. That means smaller ad agencies need to rethink and retool their offering strategy so they can compete not only on pricing but on quality and depth of service.

So Nasuti and Hinkle, partners at Bethesda, Md.-based [Nasuti + Hinkle Creative Thinking](#), discovered, investigated and were accepted as candidates in The Brand Establishment's national Brand Development program leading to their final certification as [Certified Brand Strategists](#). Nasuti and Hinkle learned a combination of brand development and branding methods that build a brand from inside the top levels of the client company rather than imposing it from the outside, she said. That knowledge changed their company.

“Up to now, this type of Brand Development has been typically limited to the strata of very large advertisers like Coca Cola and their very large branding agencies, the budgets for which are out of reach for mid-sized advertisers,” Nasuti said. “But our accreditation sets us apart from the competition and makes it very easy for prospects to see our unique position in the marketplace. This has led to a 10% increase in business for our agency and what we learned has changed the way we prospect for and qualify new business, how we position our agency, how we present our credentials, and what we recommend to the client.”

Nasuti credits [The Brand Establishment](#) for giving her an edge over her competition. She learned new ways to build relationships with CEOs and work on corporate level branding initiatives. The Brand Establishment also taught Nasuti how to position her agency as a marketing partner and valued advisor instead of as just one of a host of vendors, she said.

Other agencies have also turned to The Brand Establishment's graduate-school-level program to tool up their game and stay competitive.

“This process will make you a better agency,” Reno, Nev.-based Media Directions Principal Johanna McClain said. “It has taken the guesswork out of developing marketing and advertising campaigns.”

The Brand Establishment's brand development program and Brand Strategist Certification helped McClain's agency transition from strictly media planning and placement to a full-service firm, she added.

“Our public relations efforts to reach new clients are more successful,” McClain said. “We have seen an 18 percent increase in business and we have employed the process to our agency as we rebrand and reposition our company.”

To learn more about Brand Strategist Certification contact Jim Hughes at (949) 633-3254 or visit <http://www.brandestablishment.com>.

About The Brand Establishment

The Brand Establishment is the only national brand certification organization that trains and designates brand strategy consultants with a proven methodology using the proprietary brand discovery process, “Turning the Telescope™”. Advertising, marketing and public relations firm principals complete a graduate-school-level program to achieve a Certified Brand Strategist designation. Founded and managed by industry veterans who have developed better brands for more than 200 companies and organizations. For more information about The Brand Establishment visit www.BrandEstablishment.com.

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