

Why The Brand Establishment was formed

About 20 years ago the introduction of Apple's Macintosh computer suddenly transformed anyone who could operate a Mac into a "graphic designer." The simple graphic interface made it so easy to manipulate graphics that "anyone could do it." It took years for companies to discover that following templates and simple layout standards weren't really the level of artistic design needed to communicate *distinction* – and a resurgence of appreciation for the select few real artists followed.

Today every company and agency uses "brand" in every other sentence. The word is footballed around like everyone knows its meaning and understands both the science and art of applying it to business strategies. The reality is (just like when the Mac falsely promised easy access to complex, hard-to-find professional talent), **hanging a shingle out as a "brand expert" is too often a false promise** that companies are forced to rely upon – because there are no standards of education, training or accomplishment to go by – only anecdotal client testimonials.

Fortune 1000 companies can afford to hire major brand consultancies – like Landor, Ries & Ries, Siegle & Gale, etc., for hundreds of thousands of dollars. **But what about mid-market companies that face the same challenges**, aren't ready to plunk down this kind of money for brand development, and are forced to select a brand strategist from the thousands of small to mid-size agencies who claim that capability?

That's why the Brand Establishment was formed – to take brand development to graduate school – to educate and train an elite group of the best-of-the-best agency principles and independent consultants at a graduate school curriculum level... and then certify the select few as **Certified Brand Strategists** – so that mid-market companies can select professional brand development assistance with confidence – knowing that the CBS designation means their company's brand challenge is in the hands of a highly trained, experienced professional with a 20-year proven process – **a proven methodology** to identify that company's Claim of Distinction and then execute a more memorable, effective and economical communications strategy.

Brand development is serious business. And helping mid-market-size businesses grow is equally serious. These companies and organizations, just as much as the Fortune 1000, **need a serious pro to facilitate this process** – within a mid-market investment budget. The Brand Establishment-certified principals are those critical-minded professionals that lead communications firms who embrace a contemporary view of brand development and who can, as well, call on the vast resources of other member firms to add depth and credence to the vitally important outcomes of this business- building work. That is why The Brand Establishment was formed and why serious businesses should not trust their most valuable asset to false promises.