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The Brand Establishment Invites Small to Midsize Agencies for CBS Accreditation

Cleveland - February 26, 2008 – This March, small to midsize agencies are defining brand development in the competitive marketplace by becoming Certified Brand Strategists (CBS) through [The Brand Establishment](#).

“Public relations professionals receive accreditation with an APR designation; marketing professionals now have the opportunity to receive a CBS designation,” explained [Jim Hughes](#), founder of The Brand Establishment and a nationally-recognized expert in the field. “We have nearly thirty [members](#) that hold the CBS designation. We are in the process of enrolling marketing agency principals for this session.”

The [CBS designation](#) demonstrates the knowledge, skills and abilities that are required in the brand development process. The Brand Establishment’s members offer the trademarked “Turning the Telescope™” brand discovery process, a proven technique and brand development tool for over 20 years.

“Agencies that are certified in brand development are the best alternative for mid-market companies that often cannot afford large, multi-national agencies for brand development,” said Michelle Price, CBS and President of [Price Communications](#).

The CBS accreditation program is developed by [The Brand Establishment Faculty and Board of Advisors](#), a group of highly experienced and respected professors, agency leaders and brand experts nationwide, including Anthony Mikes, managing director of [Second Wind](#) and Bill Borders, founder of Borders, Perrin & Norrande.

The Brand Establishment invites principals or consultants of small to midsize advertising, marketing and public relations firms for its next brand development program. To learn more about the CBS certification process, contact Jim Hughes at (949) 633-3254 or visit 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 graduate-school-level course and lab work 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 and Brand Strategist Certification, visit www.BrandEstablishment.com.

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