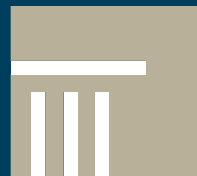


We'll help take your  
shop to the next level.  
But don't take our  
word for it.

Talk to some of our Certified Brand Strategists, they're our  
best ambassadors.



# BE Certification has differentiated us.

Our customers tout us as the only firm in the area that 'gets it.'

Bill Hatling, CBS, President  
Hatling Flint, Minneapolis MN  
bill.hatling@hatlingflint.com

"BE's Brand Development processes have helped us take our clients from brand "wanna-be's" to brand leaders."

John G. Most, CBS, President  
The Most Agency, Aliso Viejo CA  
john@mostagency.com

"The Brand Establishment is a great resource. The Power of this group working together is remarkable."

Nila Nealy, CBS, President  
Twenty Two, Indianapolis IN  
nila@twentytwo.biz

"By far one of the best business decisions I've ever made for both our agency and clients."

Michelle Tagliatela, CBS, President  
TAG Strategies, Philadelphia PA  
Michelle@GetTagged.us

We teach,  
counsel and  
advocate for  
a better way –

The Brand Establishment perfected the first contemporary brand development process for small to mid-sized agencies more than two decades ago. These new tools and procedures have been utilized to deliver valuable brand distinction to companies in virtually every business sector - hundreds of times.

Over the years, we have trained a national network of small to mid-sized ad and PR agencies, design firms and consultants. And through a graduate-level curriculum, alumni hold the designation as the only Certified Brand Strategists in their DMA. And all will admit that the BE has helped transform them into far more strategic shops, while, at the same time, transforming their clients into much more appreciative, longer-term customers.

Today, the Brand Establishment and its agency members enjoy a well-earned recognition as the new generation of thought leaders in brand development.

always.

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As a Brand Establishment Certification candidate, you'll become part of a 21st Century brand development process that will elevate your game, differentiate you and your agency and help you produce much more strategic work.

To achieve a CBS (Certified Brand Strategist designation) you will participate in a 5-month curriculum with required reading and scheduled section reviews with Brand Establishment trainers, case study preparations, a review of your preparation from our independent BE Certification Advisory Review Board, the completion of a final exam and, finally, an in person peer review presentation.

Each CBS certification candidate is assigned a BE CBS advisor/counselor to mentor you throughout the certification process.

An important and beneficial marketing advantage of becoming a CBS is that you will be able to promote yourself as "the only Certified Brand Strategist in your market and one of a just a few in North America". This important and valuable distinction is possible because members are provided an exclusive license in their Designated Marketing Area (DMA). Now, that's valuable differentiation.

The Certification Credential training is intense.

The rewards are many.



## Here's how it works:

PHASE

A Brand Establishment partner spends two intense, fun and challenging days in your agency, with your selected staff to immerse you and your firm in the proper, proven approaches to today's brand development tools and techniques.

PHASE

Within a few weeks of joining your Certification class, you'll attend an all-day offsite workshop with the principals of The Brand Establishment. This session will deep dive you into the history of the BE, case studies that work, brand clarifications and proven approaches to selling brand development and help you produce strategic award-winning work. At this meeting, you are also assigned your case study.

PHASE

Additionally, each CBS candidate receives on-going training and support. During the first two months, you'll learn successful new business techniques, and create unique value propositions and brand positioning for your agency.

## You also receive benefit from:

- All of the necessary and readily implementable marketing materials to assist you in the promotion of your association with this national marketing firm network...member icons/seals and logos, trademark artwork and copy, as well as templates for use in your own marketing materials.
- A link to and identification on the BE web site (This will be provided to you upon final CBS certification).
- Access to prepared articles, blog topics, opinion pieces, presentations, proposal samples, PowerPoint™ presentations, white papers and brand perspectives written by BE leadership, BE member agency principals and other industry leaders.

As a member of the Brand Establishment community you always receive on-going counsel, advice and guidance from the BE leadership as well as other member principals throughout North America. The value of BE member network sharing is a benefit to all. Many BE firms work closely together on shared accounts, each firm adding its own expertise and value.

You will also receive advanced thinking, new ideas and continuing education – twice yearly at our Brand Establishment CBS member meetings. These two-day workshops/seminars/classroom sessions are held in late January/early February in locations such as Scottsdale or San Diego and the summer meeting is traditionally held in early - August in Chicago.

As a member of the  
Brand Establishment  
community

you always  
receive  
on-going  
guidance

# What does it take to become **the only Certified Brand Strategist** in your market?

- 1** Realize that becoming a Certified Brand Strategist can become the true differentiator between you and other agencies in your DMA and that it will elevate your shop to become more brand strategic.
- 2** Understand that it will require an investment of time and money to qualify for certification. It's truly an investment. Yet over the years, small to mid-size shops – like yours – have eagerly invested in people, technology, training, systems and other “next level” knowledge and know how. It typically helps us to provide better, smarter tools and services to meet our client’s ever expanding needs and demands.
- 3** Reach out to one of us at the Brand Establishment to start the dialog. 619.255.6600.

Brand development expertise may be the single most valuable **“Next Level”** for you, your shop and your clients.



# Join us today.

Thanks for inquiring about The Brand Establishment.

Professionals inquire about joining the Brand Establishment when they want to elevate the strategic conversation with clients.

The Certified Brand Strategist (CBS) designation breaks your company away from the pack in your market.

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*Managing Partner*

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## THE BRAND ESTABLISHMENT

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[www.brandestablishment.com](http://www.brandestablishment.com)

### The Brand Establishment Network of Member Firms

- California (San Diego and Aliso Viejo) • Ohio (Cleveland and Columbus) • Indiana (Indianapolis, South Bend and Ft. Wayne) • Florida (Jacksonville and Winter Haven) • Colorado (Denver) • North Carolina (Charlotte and Raleigh)
- Minnesota (St. Cloud) • Texas (Ft. Worth) • Georgia (Lagrange) • Pennsylvania (Philadelphia) • Illinois (Moline, Peoria, Champaign and St. Charles) • Wisconsin (Milwaukee) • Massachusetts (Boston) • Ontario, Canada (Toronto)