

McKERN'S DEVELOPMENT

THE PROFESSIONAL BRANDING PROGRAM



What is the Professional Branding Program?

Phase I: An analysis of all the elements of brand, brand awareness, branding platform, brand equity, and brand identity for its present and future potential. Recommendations and consultation as to future direction for maximizing brand potential.

Phase II: Ongoing consultation and facilitation; brand management.

Brand: Distinguishing features, symbols, concepts and characteristics that differentiate a professional service firm; easily communicated and recognizable to others.

Brand Awareness: The weight and recognition factor in the minds of potential clients.

Brand Equity: Financial value or potential value associated with a brand=the brand's strength in a particular market and the potential economic value associated with it.

Brand Identity: All of the visual and audible elements associated with the brand = firm name; symbol; logo, tagline; trademark; mission statement; stationery; signage; collateral material (brochures, cards, pamphlets, sales sheets, case studies, etc.);

Brand Message: Combination of all the marketing efforts (website, advertising, collateral, PR) used to identify company, differentiate it from competition and build value in the potential client's mind.

Branding Platform: Brand + business model for delivery of services.



What are the elements studied in the branding program?

The following elements are studied, results tabulated and recommendations provided.

- Company Positioning in Local Marketplace
- Company Positioning in Global Marketplace
- Inventory of Current Brand Identity
- Inventory of Current Brand Awareness
- Inventory of Current Brand Equity
- Inventory of Current Brand Message (Language and physical elements used to express brand)

- Specific Expertise
- Differentiation of Company and Services
- Client and Brand Loyalty = Program Building
- Reputation and Name Awareness
- Professional Services
- Company Leadership
- Company Star Power
- Company Up and Comers
- Teaming Relationships
- Referral Relationships
- Business Model for Service Delivery
- Innovation
- Competitive Intelligence
- Marketing Leadership
- Market Research
- Marketing Communications and Collateral
- Press and PR=Press Releases, Feature Stories, News and Events
- Visibility Programs=Community,
- Visibility Programs=Charitable Cause,
- Visibility Programs=Events,
- Visibility Programs=Event Marketing,
- Visibility Programs=Promotions
- Advertising
- Writing
- Speaking
- Articles and Whitepapers
- Case Studies
- Web and Internet Presence
- List Ranking
- Awards
- Educational Participation
- Internships
- Recommendations for Brand Leadership
- Consultation on Brand Dominance

Positioning

Develop a positioning statement. How will or do you want your clients to perceive your firm? What is it that you want clients to come away with? What are the characteristics of your firm? What is unique about your firm?

Brand Management

Consultation and delivery of services with regard to brand creation and management.