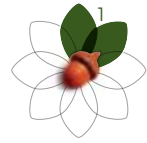




## OUR PROCESS: METHODOLOGY

A great brand evolves from a great strategy, one that defines the core cultural, experiential and emotional components of your organization. GUIDE® is Boondock Walker's interdisciplinary approach to developing solutions to complex challenges, while also uncovering new opportunities for growth. GUIDE provides a working framework for expansive thinking and effective long-term brand development solutions.



### Gather & Understand

RESEARCH & BRAND PLATFORM DEVELOPMENT

Common deliverables: Research, Market Opportunities and Industry Trend Reports; Interview Findings; Brand and Competitive Audits; Visual Brand Boards; Brand Platform and Messaging Architecture

We use unconventional techniques, as well as traditional approaches, to collect and distill information, and work to gain a deeper understanding of the culture, values and marketable differences of your organization. Likewise, we will gain a clear understanding of the changing needs and expectations of your key audiences. Our goal: to unearth key factors that, when properly delivered, will clearly and effectively distinguish your brand.



### Identify

BRAND STRATEGY & EXPERIENCE DESIGN

Common deliverables: Brand Development Strategy and Action Plan, including Points of Contact Map, recommendations of key initiatives and media; launch strategy; timelines and expected results/metrics

We look critically at your markets and goals, and identify opportunities to deliver an unparalleled brand experience at each and every point of contact. We'll help align all communications, service delivery and internal functions with your brand development objectives. By clearly articulating and delivering a dynamic, appropriate and consistent brand experience, we pave the way for your company to build powerful, long-term relationships with new and existing clients, employees and stakeholders.

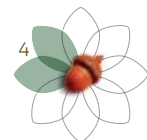


### Design & Execute

BRAND COMMUNICATIONS

Common deliverables: Brand Identity Systems; Naming; Sales & Marketing Print Collateral; Web Presence; Digital Signage and Media; Event Branding; Environmental Design; Brand Training, Public Relations

At this stage we develop your core brand communications and supportive sales materials in a range of appropriate media. As translators of your brand, we create compelling written and visual messages that speak volumes to your markets. These materials ensure ongoing communication and provide the knowledge, tools and motivation to become effective brand ambassadors.



### Ongoing Relationship

BRAND CHAMPIONING

Common deliverables: Brand management; Ongoing brand assessment and development/growth strategies

We provide the critical follow up and championing of your brand, constantly providing referrals, cost efficiencies, and new ways to grow your company. We regularly assess the brand and work to determine new opportunities for growth.