



TOTAL BRAND MANAGEMENT



Identity Branding Forum (IBF) -

Expanding your global pie share

- **Forums**
- **Awards**
- **Knowledge**
- **Services – Consultancy, Design, & Valuation, Service Level Agreements**



Your Identity Branding ...

BACKGROUND –

We are a full service, multicultural brand management organization. Our proprietary protocol for **Building Brand Value** has led us to significant creative recognition in the United States, and internationally.

For years, we have been building long and durable relationships with our clients, our community, our suppliers and the media.

Through our international affiliations, we have created a network of affiliates with whom we partner to gain access to market and consumer information in over 120 countries.

We can do everything from analyze and place media to produce integrated communications in just about any region — and any language.

MISSION –

Our mission is to use our talents and savvy to achieve Total Brand Management for all of our clients by managing their complete Brand Envelope.

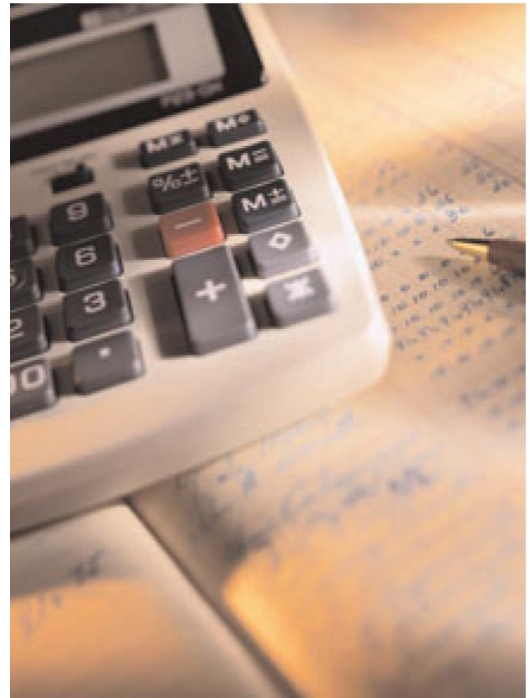
We have cultivated a team of enthusiastically talented, voraciously curious people who all have a leadership role in bettering our clients' brands.

PHILOSOPHY –

We are in the business of making our clients' brands more valuable. Through our commitment to strategy, creativity and technology, we create startlingly original and effective marketing solutions for our clients.

OUR STRENGTHS –

Rather than simply selling a particular product or service, it is our ability to look at our clients' business from a total brand management approach that sets us apart from other companies. We add value to our clients' product or service by making the product or service more meaningful to their customers. Our specific key strengths are: creativity; use of technology (both online and off); knowledge of the multilingual, multicultural world, design and aesthetic sense and rigorous agency management practices.





Your Identity Branding ...

Of course, our **Building Brand Value** program is our most unique attribute. Thanks to this proprietary protocol, we are able to bring a refreshingly effective and strategic solution to our clients' marketing challenges.

OUR EXPERIENCE –

Our team of experts has over 300 years of combined experience in the field working with some of the well known international brands –

- **Manufacturers** - Nike, Samsonite, Black & Decker, Sony Ericsson, Agfa, Apple, IBM, Kodak, Trend USA, General Motors, GTE, Levi's 501 jeans, O'Neil and Gotcha surf wear, Hasbro, Volkswagen, Honda, Halo and Halo II
- **Publications** - Wall Street Journal, Barron's, Travel Agent Magazine, MapQuest, Rolling Stone Magazine, Playboy Magazine
- **Media** - Showtime, Discovery Channel, PBS, HBO
- **Travel & Tourism** - Sol Melia Hotels, Burger King, Best Western International, Breezes, Comfort Inns, Clarion Hotels and Resorts, Disneyland Resort, Disneyland, EconoLodge, Grand Lido, Hedonism, Hilton Hotels, Quality Inns, NASCAR, Rodeway Inns, Sleep Inns, , FLAUSA, Californian Division of Tourism, TIA See America, Walt Disney Travel Company, British Airways, Air New Zealand, HelmsBriscoe International, Alaska Airlines, Horizon Air, DRAGONAIR, Aloha Airline, Air North, Utell International, Canyon Ranch Living (real estate), Coconut Grove Partnership (tourism), Greater Miami Convention & Visitors Bureau (tourism), Greater Miami and the Beaches Hotel Association (tourism), Kissimmee Convention & Visitors Bureau (tourism), TAM Travel/Costa Rica (tourism), Alamo
- **Communications** - Southern New England Telephone, AOL, AT&T, Bell Atlantic
- **Financial** - AAA, American Express, Citigroup, Charles Schwab, Hemisphere National Bank, BankUnited, Commerce Bank, MasterCard, Banco Mercantil in Venezuela, Franklin Templeton Investment, mortgage.com (an online Mortgage banking company),
- **Education** - MIT School of Business, Harvard Medical School, Florida International University, California State University, University of Miami Center for Non-profit Management (pro bono)
- **Health** - University of Miami/Jackson Memorial Medical Center (healthcare), VITAS (healthcare)
- **NGOs** - CREW (Council of Real Estate Women), The United Way, WITI (Women in Technology International), Salvadoran American Humanitarian Foundation (pro bono),
- **Destinations** - MIAMI City, Costa Rica
- **Governments Agencies** - US Department of Interior, Swedish Postal Service,
- **Movies & Entertainment** - Michael Jackson white glove, Movies (Aliens, Jurassic Park, Rocky, Romancing the Stone, Raider of the Lost Ark, The New Planet of the Apes and Moulin Rouge), TV shows (E.R., Friends)

The first thing you should know about *us* is that brands are in our blood. We have built a positive reputation through long-term relationships with our clients. We take the greatest pride in being able to offer our clients counsel on various business concerns.