



NewMarqueGroup

Ideas are the core of our business

We originate them, we develop them, and we make them real at NewMarque. Powerful ideas and professional excellence - it's an unbeatable combination. Our fresh ideas create innovative and effective ways for our clients to

- *Develop brands*
- *Generate solutions for new products and services*
- *Create communications strategies*
- *Uncover new insights about customer needs*
- *Unlock the creativity inside organizations*
- *Explore the customer's experience*

Your brand identity—a complete understanding of what your brand represents—guides us through every step of the way.

Looking for a way to get started? Understanding the status of your company's brand is challenging. NewMarque offers a **Brand Audit Service** to provide an objective assessment of your brand strengths and weaknesses. We will determine where you should focus your resources for the greatest impact. This service can help you to answer questions like "What do we need?" and "Where do we start?"

Call us. We can help.

Enterprise Development

Realize your vision: focus on the big picture

NewMarque specializes in start-ups and new ventures. For fledgling companies we offer the practical management experience and skills required to help you realize your vision. We can help you to write a sound business plan, align the business plan strategy with your products and services, and secure investment or start-up capital.

Our focus is on helping you to see the big picture. Together we can turn chaos into clear thinking, and strategy into real performance throughout the organization.

WHAT IS A BRAND?

A brand is the sum total of all that is known, thought, felt and perceived about your company, service or product. It is a promise to achieve certain results, deliver a certain experience, or act in a certain way.

WHAT IS BRANDING?

Branding is the process of making products and companies into brands. Branding is the consistent and disciplined way we communicate a brand's essence, character and purpose to the public—employees, shareholders, vendors, and customers.

Brand Development

Create a framework for company success

We provide professional services to help you establish market leadership, create ideas for new products and services, and implement promotional programs. Branding is a discipline we apply to every aspect of your business.

At NewMarque, we work with you to clarify your value system, enhance your business strategy, form your identity and communicate a robust brand message.

"In the world of branding there are layers upon layers of meaning that get translated into the Lasting Value Proposition."

Tom Peters

NewMarqueGroup
Branding



"History shows us that organizations achieve greatness when people are allowed to do unexpected things – to show initiative and creativity, to step outside the scripted path. That is when delightful, interesting and amazing results occur"

Jim Collins

We're not just speaking as observers looking in from the outside. We create and manage new businesses of our own. We've been through every stage of product invention and we've experienced the thrill of seeing our own ideas working in the market place.

You can work with us to reduce start-up costs and increase speed to market. Call us.

Organizational Development

Assure consistency at all points of contact

Our work in the field of branding makes us very conscious of the challenges organizations face in delivering their brand promise. Clarity, consistency and continuity assures that the customer has the desired brand experience at all points of contact.

If the brand promise is to work, it needs to work as much within the organization as in the marketplace. Without the full participation of everyone in the company, the brand promise starts to ring a little hollow. With concerted effort, this problem can be resolved.

An organizational review is extremely useful for revealing strengths, shortcomings and challenges within an organization. Using the Brand Analysis process, NewMarque can identify which work practices are aligned with the brand promise, and where and why the company ethic deviates from the promise being made to the market.

The final result is an internal communications program to create "brand evangelists" of your people, creating a commitment by each person to deliver the brand promise each day in their work.

If you want to change the way people think about your company, first change the way the company thinks about itself.

Product and Service Development

Be distinct, not extinct

Sustained growth depends on a clear grasp of market opportunities and the cycle of products and services. A company that doesn't evolve eventually becomes extinct. New product development can be a long and costly endeavor.

At NewMarque, we understand all facets of new service and product development - idea generation, feasibility studies, product design and development, and product market testing.

We use idea generation processes and contextual maps to help your staff and your customers to encourage free

thinking. These processes build an environment conducive to creative expression. We work with your team to refine the ideas to

those worthy of additional research and development. We work with your marketing, production and R&D teams to set objectives, timelines, deliverables, budgets and tasks needed for a new product or service launch.

We anticipate the problems, prepare the way forward and position your new product or service for success in the market.

Call us. We help you to get on track and stay on track

*NewMarque's
brand-strategy ideas
build strong brands*

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