

Bailey

BRAND CONSULTING





## WE ARE PASSIONATE BRAND ARCHITECTS.

For nearly a quarter century, we have worked with clients to build value in their products and services. Along the way, we have built new brands and renovated existing brands. We understand the need to craft a comprehensive, intelligent brand strategy — a task that we do not take lightly.

We are guided by two core principles: that creating an emotional connection with consumers builds brand loyalty and that strong collaboration with our clients is key to producing those enduring bonds.

Visit our website, [www.baileybrandconsulting.com](http://www.baileybrandconsulting.com) or call **610.940.9030** to arrange for a capabilities presentation.

Our firm is guided by the principle that creating an emotional connection with consumers and customers builds brand equity and, more importantly, brand loyalty for our clients. This is a critical element to competing in today's fast paced business climate.



# LAUNCHING INNOVATIONS



Now in 2010, our practice ranges from building new brands from the ground up to revitalizing existing ones with significant heritage. We have a strong team with extensive and diverse experience in all aspects of branding.



## REDEFINING CATEGORIES

Throughout our history, we have helped build and refresh the brands of fortune 500 companies along with those of many successful entrepreneurs. Our business has evolved in response to the many changes brought on by the global and digital revolutions. These changes have increased the value of comprehensive and intelligent brand strategy and design.



# REVITALIZING BRANDS

We are founding members of Global Design Source, a strategic alliance of independent, international design and branding firms. This provides our clients with a truly global network of branding and design experts. For more information, visit [www.g-d-s.net](http://www.g-d-s.net).



**GLOBAL DESIGN SOURCE**  
EXPERTS IN BRANDING & PACKAGING



maxell

Aetna™

Pfizer

Save  
*alot*

Welch's®  
SINCE 1890

McCormick

P.I.N.K.®  
the p.i.n.k. spirits company

KOZY SHACK™

*American Standard*

TASTYKAKE

Sam's  
CLUB®

Wyeth®

Endurance

VECTRIX™

Johnson & Johnson

McNeil  
Consumer Healthcare

OUR CLIENTS HIRE US FOR OUR STRATEGIC INSIGHT AND CREATIVE EXPERTISE; THEY GET OUR HEARTS AND SOULS FOR FREE.