

Help! My Brand is

GOOD

But there's always room to improve.

Get Will Smith to do something

PROFIT

Improve Strategy

Create sales tools

I'm Fresh Out of ideas!

Develop gooder content

Develop some new ADS!
Online!
PRINT!
VIDEO!

And how do I know I'm doing it right?

Parwhiskey in coffee mug

Now it looks better!

Whip it! Whip it good!

How do I fix it?

Abandon current brand of "I Transfat"

Consistency that messaging

Hire Madam Zoltar for a Tarot reading - what does the Brand want to say?

UGLY

If you can't say anything nice...

OK - now what??

Design a new logo

1-800-LOGO-MATIC

branding schmanding

Analyze Strengthen Refine
(Lather, rinse, repeat)

Help me FG SQUARED.
You're my only hope!