

A Cost-Effective, Rapid Critique of Your Company's Marketing Communications

Our 10 Step Process

Step 1. Team Selection

Select staff to work with the consultants that are familiar with marketing and branding.

Step 2. Assessment

Consider the nature of the company, the structure of the organization and the company's brand positioning.

Step 3. Identify Sources

Data must be gathered from a variety of sources within the organization. These sources must be interviewed.

Step 4. Conduct Interviews

Interview key staff and systematically examine all physical representations of the company's brand.

Step 5. Examine Consistency

Establish level of consistency between all departments, divisions and physical elements.

Step 6. Summarize

Identify the critical and consistent points that emerge from key staff interviews.

Step 7. Options for Change

Explore the differences between audience perception of the company and how it actually wishes to be perceived.

Step 8. Presentation

The development of an effective plan for improvement will depend on the presentation of the findings.

Step 9. Action Strategy

Use the Evaluator findings to prepare a plan for using branding as a powerful management tool for renewal.

Step 10. Implementation

Build consensus, develop plan and put it into action!

The **Garcia Evaluator** is cost effective marketing and communications management tool designed to give you a **strategic view** of your company's **brand image, corporate communications and sales collateral** performance.

Every company or organization goes through periods of evolutionary change and development. It is during these times that clear and consistent brand messaging becomes so important. Consider these questions:

- > **Are you consolidating your operations or repositioning in your marketplace?**
- > **Have you made an acquisition, merged, de-merged or attracted new investment?**
- > **Has your business undergone rapid growth?**
- > **Are you expanding into new locations, products or services?**
- > **Have you had a restructuring or brought in new management?**

These are typical situations where our **Garcia Evaluator** service will help draw a road map for the future of your brand messaging.

Our rapid analysis will provide you with the information you need to

make the important decisions about the future of your communications.

The **Garcia Evaluator** becomes a powerful management tool to craft corporate communication and branding that will bring substantial returns on investment for your company.

- > **See where your corporate and customer communications are breaking down.**
- > **Spot the inconsistencies in your branding.**
- > **Identify areas of unnecessary cost in design and print.**

The **Garcia Evaluator** is a cost-effective way to develop strategic brand messaging.

No company should do without it!

For more info, contact Tyrone Pardue

Ph: 813-872-0875

Email: tyrone@garcia-media.com

Web: www.garcia-media.com