

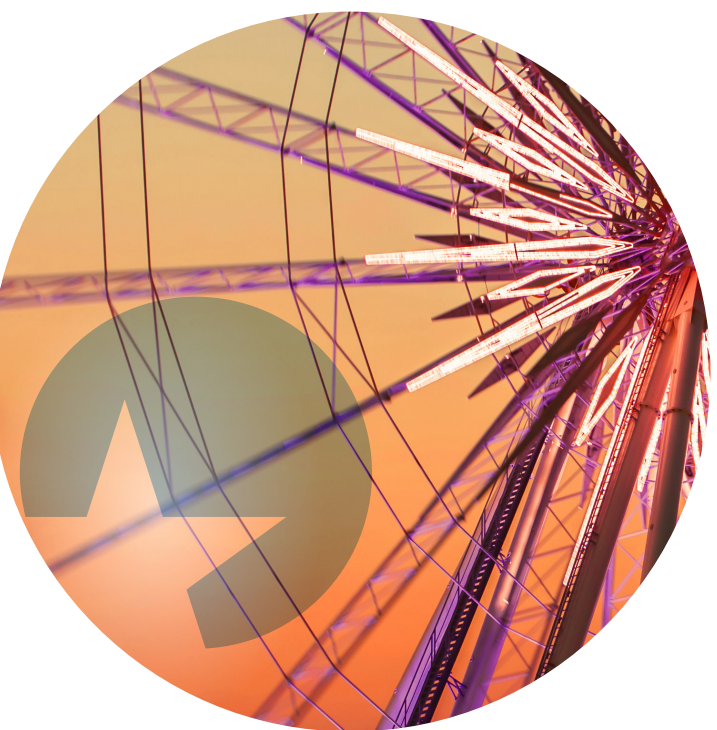
Brand Marketing

The Mission: Create Transformative Outcomes for Brands

The method: Harness the power of insights and creativity to develop magnetic ideas that create marketplace momentum, delivered across channels, mediums and audiences.

In today's marketplace, ideas matter more than ever – ideas that audiences see as their own, which can be authentically expressed through a brand. The goal of brand marketing has been to recognize these opportunities and create a collaborative endeavor with the customer. They're no longer the audience, but a participant – and the brand is the enabler of a shared and shareable experience.

Only when a brand taps into these opportunities do we see the kind of engagement that can create positive momentum in the marketplace and truly be transformative to a brand's positioning, market share



and public perception. These magnetic ideas, inspired by cultural, channel and audience insights and aligned with the right influencers and strategic partners, are the specialty of FleishmanHillard's brand marketing practice. We specialize in three key areas of client need: 1) launching products and services 2) repositioning themselves to create opportunity 3) growing/expanding their positions of leadership.

WHAT WE DO

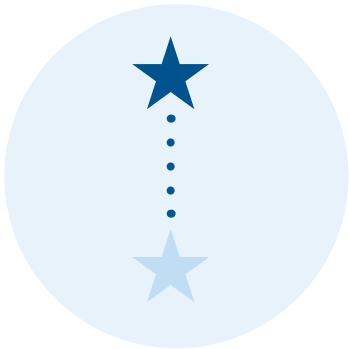
- *Sports and entertainment*
- *Luxury and lifestyle*
- *Health and beauty*
- *Youth/millennial*
- *Travel and tourism*
- *Food/packaged goods*
- *Consumer tech*
- *LGBT*
- *Hispanic*

OUR APPROACH

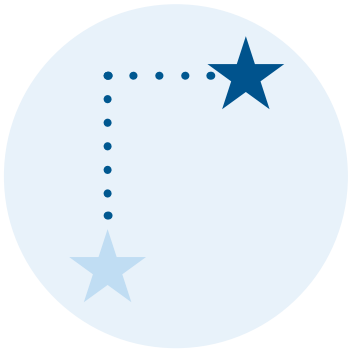
Regardless of whether it's in the B2B, B2C or B2G world – or across the myriad domains within each – we help brands launch products, reposition themselves for success or expand their market share.

It begins by understanding where they are in the unique landscape of their competitive set and the challenges of that marketplace. Next, we bring insights to inspire a single proposition that can attract all the key stakeholders and can be leveraged across paid, earned, shared and owned channels. With unique creative capabilities, our ideas find expression in a multitude of mediums, from social posts to experiential activation, from six-second videos to full television spots. We extend the value and reach of these efforts by deploying influencers who amplify and credential our efforts. From traditional top-tier media to content creators with massive audiences, we recognize that the sphere of influence is constantly shifting and is different for every organization.

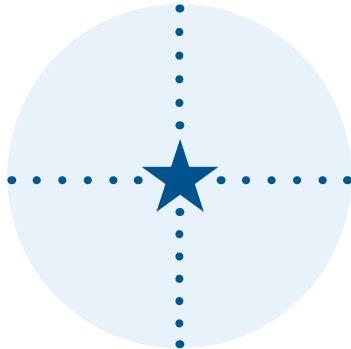
Launch:



Reposition:



Expand:



We work closely with the firm's other practices: crisis management, digital and social, reputation management, research and analytics, media relations, public affairs, and strategic integration. In addition, we bring deep expertise in areas critical to brand success, such as:

- Celebrity and influencer alignment
- Brand identity development
- Strategic partnerships and experiential marketing
- Shared purpose and CSR initiatives
- Social content and transmedia programs
- Integrated marketing communication programs

OUR PRODUCTS

- *GPS Workshop*
- *CelebFluence*

Brand
Marketing



CONTACT

For more information about FleishmanHillard's brand marketing expertise, please visit fleishmanhillard.com/brand-marketing.



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