



Technology's Part in Brand Marketing

Branding

We believe in brands. In their power. Their value. Their increasingly important place in consumers' lives. Brand is the single most important asset any company has.

We believe our job is to help clients build enduring brands that live as part of consumers' lives and command their loyalty and confidence. This way of thinking and working is called Brand Stewardship. We believe our role as Brand Stewards is creating attention-getting messages that make a promise consistent and true to the brand identity and guiding the actions that deliver on that brand promise.

A Brand Stewardship approach helps us to know your brand inside out, gathering general information on:

- **Product/Service details--every element of the product or service**
- **Consumers--from the loyal to the potential**
- **Competition--direct and indirect, trends, etc.**
- **Environment--the company behind the Brand and the broader consumer environment.**

Once defined, the Brand Identity becomes an invaluable organizing principle. We use it for every single marketing decision. As Brand Stewards, we seek to insure that the brand is true--from the advertising to the development of web sites.

This is what clients obtain from The Still: strategic insight and business applications, as well as creative communication solutions.

Technology

We think like our users. We believe in the promise of one-to-one. We are stewards for your brand. We extend the brand experience; Digital Marketing, Websites, Wireless applications and the occasional Rich Media banner or Viral Video. We bring strategy and execution together, and consistently measure the impact of our work. We apply the branding experience of The Still and our marketing measurement process to interactive media.

We consider interactive media the unique opportunity to manage and measure every aspect of customer relationships and brand experience. We create customized content, applications and targeted programs that help build true relationships between your brand and consumers.

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From emerging start-ups to market-leaders, our clients enjoy the reach of a national agency with the creative and personal service of one of Orlando's most respected boutique firms. We've helped companies succeed in an increasingly competitive and often confusing technology market. Companies in every segment of the technology market will find our services increasingly valuable with the current trends for convergence and the continuing rise of the digital consumer.

We're early-adopters of current "viral" tactics, leveraging the widespread use of the internet, internet-enabled and wireless technologies to quickly spread messages consumer-to-consumer. Equal parts creative and strategic, all idea Distillery solutions aim to push the limits of innovation at every step, from development through to marketing and sales.

One of our key differentiators; an Agency Principal with a technology industry background. Our relationship-based approach to the technology community keeps us on the forefront.

Moreover, all of our team members have demonstrated expertise in their chosen sectors, from design and marketing to software, hardware, wireless and e-commerce. We're not just advertising people trying to understand technology— We also have technology minds that excel at bridging advertising communications.

The Internet has changed the way we get information, how we make decisions, and altered our relation to the brands we trust. It has firmly transformed us all from "audiences" to "users." We use the Internet and other interactive technologies to get things done, to reach goals, to try and make our lives better.

Our Creative Studio/Interactive team includes online marketers, information architects, user interface designers, writers, animators, and programmers all committed to creating branded user experiences that fulfill business and user objectives.

Our areas of expertise within Internet communications:

- Internet Strategy
- Design & Development
 - Web Sites
 - Extranets & Intranets
 - Rich media ads & e-mails
 - Games & animation
 - Webcasts and live chats
 - Digital press rooms & press kits
- eMarketing
 - Online media placement
 - Paid and PSA ad campaigns
 - Search Engine Optimization and marketing

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- E-mails – viral video, newsletters, and promotions
 - E-Newsletter product development
 - Link building
 - Community outreach
 - Contests and promotions
- Monitoring & Analysis
 - News sources
 - Discussion outlets
 - Competitors
- Web Site Assessments
 - Usability & Brand Analysis
- Site Traffic Analysis

About the Authors

David Hickman is a Partner at The Still and has over 25 years of marketing and advertising agency experience. He has directed several national ad agencies in New York and Atlanta as a Vice-President, Creative Director, Art Director or Marketing Director.

Edward Rees is a Partner at The Still and has over 25 years experience as a business owner and President of several companies. Ed has consulted for business in data analysis at the Wharton School, as well as co-authored a patent. He has presented to diverse groups at technology development, medical, and pharmaceutical conferences.

About The Still

An intellectual property creation, marketing, and media consulting firm, The Still handles all aspects of your company's branding and positioning efforts. The Still provides media metrics analysis, marketing audits, and market research, as well as marketing execution and idea creation. See http://ideadistillery.com/Brand_Analysis.html

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