



Three Girls' Expert Branding Evaluation

Three Girls is pleased to offer a comprehensive branding evaluation and website consultation with each new PR Media Campaign! Many of us have heard about branding, but might not be sure exactly what it means, or how it applies to your company.

So, what is branding? PR is all about your relationship with the *public*... what you want the world to think and know about your company. Spreading the good news about you....*that's* **Public Relations**.

Branding takes a good look at your **Personal** relations - Your Company's relationship to itself. Who are you? What you do? Why you do it? **Branding clarifies the image, story and message about your company.** Then, for your PR campaign, you can decide which of those things you want the public to know about you.

In order to build a national brand with nationwide sales, **brand awareness and name recognition are critically important.** Think of the PR, branding and sales process like a pyramid:

S A L E S !

Brand Awareness/Name Recognition

Marketing - Advertising - Media

Public Relations Public Relations Public Relations

Most every company Three Girls works with firmly believes they know who they are. Often though, they're so close to their own products, experiences, and dreams, that they don't really see themselves accurately in the marketplace. Companies may think of themselves one way, and can be surprised to find that's not what the public thinks of them at all!

Who companies *think* they are – and who they *show* themselves to be – are often very different things. Websites and collateral often miss the point and aren't nearly as effective as they can be. Three Girls branding evaluation will make recommendations to help streamline and your message and give it as much impact as possible. **That's how you drive greater sales!**

Three Girls expert branding team will review your website, packaging and collateral to make sure your story is clear and compelling. Then, we'll provide a complete written report. If your company's branding is in tip-top shape, great! If not, we will recommend changes and work with you to put them in motion.

Three Girls media campaign will give you plenty of Bang-for-Buck in terms of exposure, but a good branding evaluation will give you a much better chance of turning your media coverage into more business too!

**Questions? Contact your Three Girls Sales Rep or our Director of Client Services
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