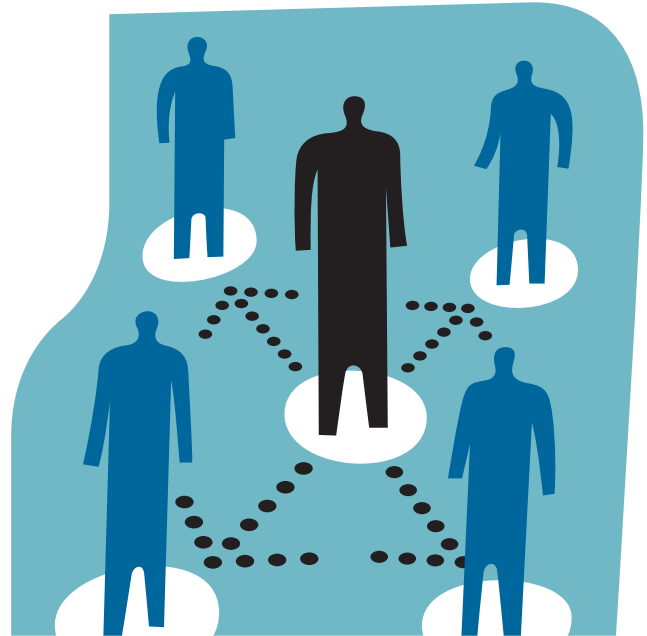


How will they tell you from Adam if Adam's all they know?

*Realize Market Leadership –
Even in Tough Economic Times*



Where others are trying to force themselves to think outside the box, Brandspa asks clients to first understand exactly “what’s in the box”, and *then* punch through it to the other side. Through research, insight and creativity, they ratchet up your level of comprehension of “brand” to a new-found sense of clarity. From there, it’s a skate to success and the experience is wonderful. As a client, I’ve been part of Brandspa’s process to market leadership... their professionalism, ideas and approach to leadership-building are infectious.

—Tom Jones, Beckwith Bay Communications

It's a tough time for business. Companies are taxed to do more with less. Despite government claims of economic recovery, most businesses are struggling with increased competition and constant pressures to drive prices down. Every business is in danger of commoditization.

But some companies manage to survive—and thrive—even through the worst of times.

Some companies, although very few, define themselves as market leaders. And, as a result, draw better quality customers and command higher prices.

Does that describe your company?

Even in a tough economy, strong brands still manage to reach the stars



The advantages of market leadership

Imagine being the strongest brand—the one that defines the marketplace.

Imagine being able to pick and choose who you want to work with—and on what terms.

Imagine having people recommend you more often to customers who'd be willing to pay a premium for your offerings.

Imagine controlling the marketplace on your terms—instead of just reacting to it.

These are just a few of the rewards of being the market leader—not to mention increased revenues and a much better return on your marketing investment.

Can your organization realize market leader status?

Even the world's largest companies were once small and struggling enterprises—maybe similar to yours.

But because they found a way to differentiate themselves, with a tipping point that turned them into the one and only instead of just another me too, things changed.

They became known for something over and above their competitors.

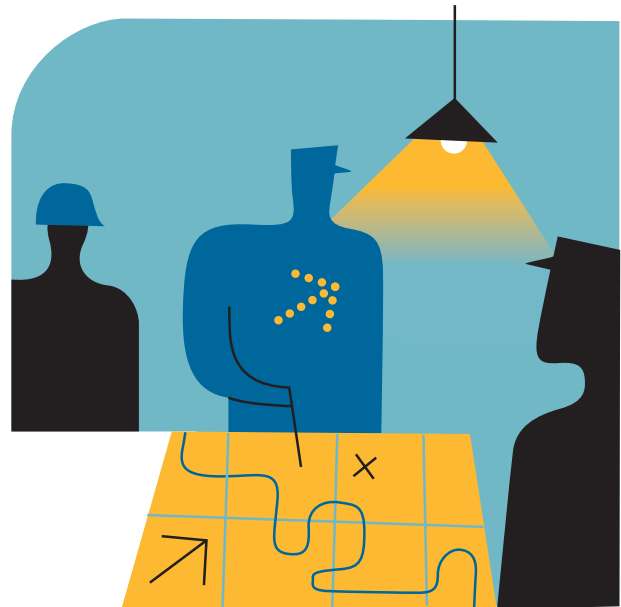
Perhaps your business hasn't reached these heights because you're just not telling the right audiences the right story in the right way.

Where does your brand stand?

By measuring your perceptual strength—both with internal audiences and with your external ones—and by finding out how you can offer the best viable solution to your public's problems (even ones they might not yet know they have), you can uncover and understand that perfect "tipping point" that will turn your brand into a market leader, too.

It takes turning your focus around—from what you do and how you do it—to defining a great answer to every customer's burning questions: "Why you? What's in it for me?"

*Our services aren't just "clever"
They're strategically mapped and
crafted to help you win better
and more lucrative customers*



Brandspa helps companies realize market leadership

Brandspa, llc (formerly AGCD) has been helping steer courageous companies—who won't settle for parity—towards market leadership for nearly 20 years.

- A chemical ingredients company that was just a player redefined itself and is now number one or number two in almost every category it sells to.
- A university realized a 30% increase in applications and enrollments in just two years—more than any other school in their trading area and twice that of its nearest competitor.
- A not-for-profit went from being a loose knit consortium of grass roots chapters to becoming a major national presence.
- A health services provider has an exciting new graphic identity that instantly symbolizes and reinforces their image as the leader in ED care.

Brandspa works with companies who don't have the market share they want because not enough people know who they are and what they stand for.

We're one of the only firms of our kind that's really committed to helping its clients realize market leadership.

We employ a holistic approach to your branding issues, first asking tons of questions (both of your internal audiences and also of your external ones) to get a true and realistic picture of your particular situation. This enables us to tailor more effective solutions—custom made just for you.

One of our tools—BrandPower™ Competitive Benchmarking (offered in conjunction with one of the world's most progressive market research affiliates), is the first ever comprehensive research tool capable of metrically measuring and benchmarking your brand's strength in twenty crucial areas, assigning a score to the ever-elusive intangible called brand.

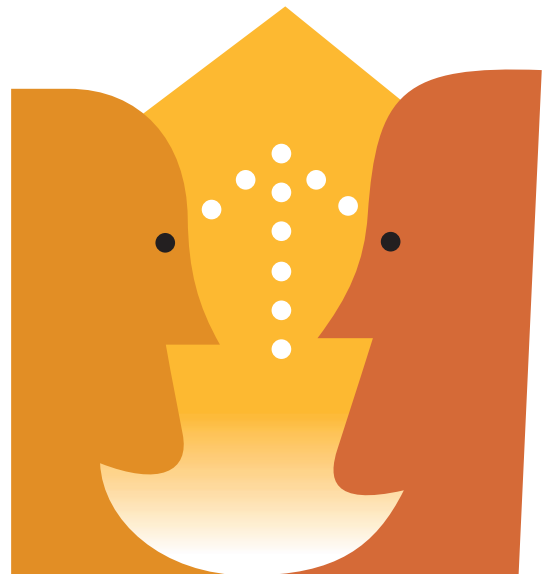
Our creative products—graphic design and advertising—have helped clients realize millions of dollars in increased sales and have been nationally and internationally recognized over 400 times. We can plan, produce and implement programs in just about any communications medium. And our consultative and objective strategic thinking helps you explore and realize new brand-enhancing innovations synonymous with leadership.

We'll often work on an episodic basis—but our most successful relationships are with clients on a retained basis, where we become part of the team and culture and can see the results of our contributions over time.

Market leadership doesn't happen overnight—but, if the chemistry's right and you use our services on an on-going basis, we're confident we can help you realize market leadership too.

If you'd like, we're even willing to tie our fees to your business success.

Working collaboratively, Brandspa becomes an integral part of your company's success team



Find out more and get a free report

For more details, a free *Brand IQ Test* and a complimentary report: *Ten Marketing Secrets for Building a Sexier Brand*, please visit our website at www.brandspa-llc.com.

Or, if you're seriously interested in attaining leadership status in your industry, call Allan Gorman at 973 509 2728 to schedule a confidential chat.



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