

Seek Growth for Your Brand

For companies that understand the
value of building brands...

we create **innovative ideas based on
integrated strategy and design**

to drive the long-term growth
of your brand, and your business



Our Approach

We are about **growth**—the growth of your company, your brand and your team’s performance

We are passionate about **ideas**—the strategic and artistic foundation for brand-driven growth

We are **customer advocates**—unlocking their perceptions is the key to your brand’s value

We are **collaborative**—it’s your brand. We work closely with you to ensure it reflects your company’s core values

We are **efficient**— in a short period of time, we can get your brand where it needs to go to grow



Our Firm

In our fifth year with 25 years of experience, we are a partnership of sophisticated strategy and world-class design.

We offer fully integrated brand development services:

Strategy	Brand Design	Activation	Research
Situational Assessment	Naming	Messaging	In-depth Interviews
Competitive Audit	Logo	Collateral	Concept Validation
Brand Performance Analysis	Tagline	Signage	Copy Testing
Positioning Strategy	Design System	Online Identity	Brand Tracking
Hierarchy and Architecture	Look & Feel	Touchpoint Strategy	Marketing Performance
Creative Strategy	Image Bank	Employee Engagement	
Brand Activation Plans	Packaging		

Greg Sieck

President



- Greg Sieck is a 25 year brand marketing expert having worked in advertising, marketing operations and consulting for a variety of consumer and B2B brands. His most visible work prodded beer drinkers to “*Stop and Taste the [Miller] High Life*”, cell phone users to “*make their [AT&T] Wireless phone their only phone*” and fast food fanatics to “*Think Outside the Bun*” at Taco Bell.
- As VP Brand and Advertising at Intel, Sieck led the global launch of the Intel *Centrino* Mobile Technology brand, resulting in 7 million new “Unwired” laptop users within the first 12 months of availability.
- He was responsible for developing the global positioning and launch program for the Avaya brand, and introduced multiple new products for Mazda.
- Greg is a member of the CMO Council, IAF and AMA and is often quoted in industry and trade press for his expert opinions on branding and marketing.

Victoria Miller

Creative Director



- Victoria Miller is a designer and creative director with 20 years of integrated brand marketing experience on projects ranging from corporate branding and package design to web strategy and interactive advertising. She has helped many brands carve their niche in the marketplace, designing for the likes of Cisco, Nestlé, Disney, Wolfgang Puck Foods, Mattel, J. Paul Getty Museum, Restoration Hardware, and CBS.
- She led the global online and offline direct marketing for Oracle and also directed online advertising for Microsoft. For Lexus, she was key to the launch of the SC convertible, designed collateral, and later created *insideLexus.com*, the netzine for owners.
- Victoria's work has been awarded a Clio, is included in the Smithsonian Institute's Permanent Collection of Design, and has been published in many industry publications and annuals. She was on the board of the Los Angeles Museum of Contemporary Art Contemporaries, is a member of the AIGA, and has lectured at UCLA and taught at FIDM.

Extended Team



- In addition to Greg and Victoria, the Sieck Growth team includes specialists in research, creative, online and offline production, media planning, CRM and marketing performance analysis.
- Our hand-picked and proven resources are seamlessly integrated into client engagements on an as-needed basis to meet project objectives.

Clients Served

Consumer Products & Services

Baja Fresh/Wendy's
BART (*SF Bay Area Rapid Transit*)
Bioform/Radiesse
Kroger
Luxottica/Oakley
Mattel
Mazda Motors of America
Nestlé
Taco Bell
Wolfgang Puck Foods

Consumer Technology

AT&T
Dexcom
Dolby
Electronic Arts
I'm-in-Control

Intel
Microsoft
Plantronics
SunPower
Trend Micro

Business-to-Business

Adobe
Applied Materials
Avaya
Brand.net
Brocade
Calypso Technologies
Cisco
Coverity
Ericsson
Groundwork Open Source
Intechra

Information Resources (*IRI*)

JBoss (*Red Hat*)
Oracle
ParAccel
Regus Group/HQ
Salesforce.com
Sun Microsystems
Telephia/Nielsen
Websense
Zantaz

Marketing Services Agencies

22 Squared (*WestWayne*)
Glass McClure
Team One
Grey
JUMBOshrimp
Publicus

Our Beliefs about Brand



Valued brands are the basis for **more valuable companies** and increased shareholder value

Brand marketing drives **higher ROI** through increased demand, premium pricing, and reduced risks

Strong brands create a platform for **business expansion potential**

Building brand is a long-term proposition based on **vision**

Brand value is based on an **experience** built at multiple touchpoints

Differentiated brands are based on **ideas that integrate strategy and design**

Brands must **evolve** to stay relevant and maintain excitement

Brand-Driven Growth Strategies

We leverage brand strength to drive growth in four fundamental ways: by enabling greater penetration of current markets with current offerings, paving the way for new offerings to current markets, entering new markets with current offerings, or launching a completely new offering to new markets.

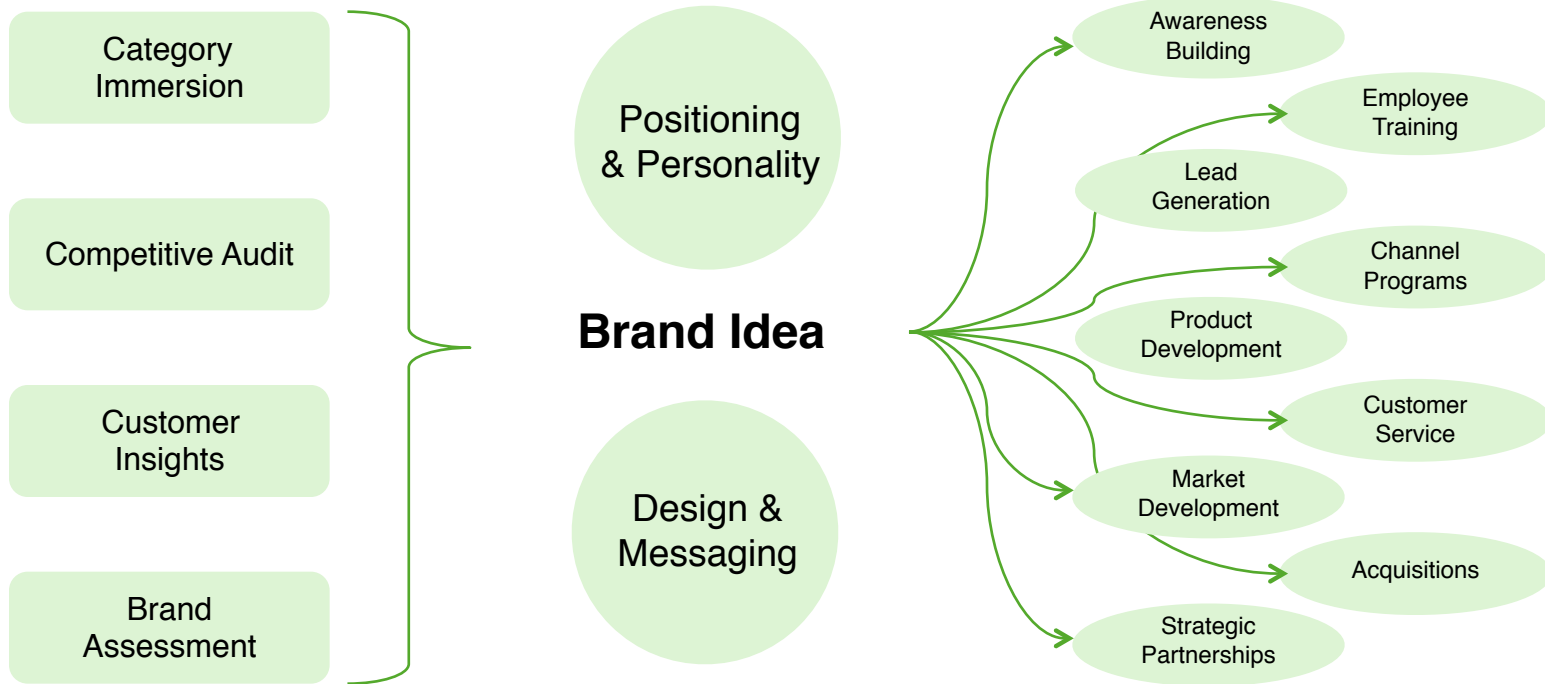
New Offering to Current Market	New Offering to New Market
Current Offering to Current Market	Current Offering to New Market

Potential Approaches to Driving Growth:

- Higher brand relevance via messaging, media selection, packaging, promotion, channel support
- Increased awareness via media selection, spending levels, channel visibility
- Line extension in the form of improved or adjacent product lines or premium variants to drive higher category share and/or margin
- New product leveraging brand credibility with existing target
- Distribution channel expansion within current channel to more stores or sites
- New channel development beyond traditional channel, online, via dealers or direct marketing

Our Process

We immerse ourselves in your business to understand your core values and develop insights about what is most important to your customers. These insights are the inspiration for a focused idea that is woven into every aspect of your brand.



Case Study

AT&T Wireless

AT&T Wireless was a loose federation of local carriers with only a logo in common. Competition at the local level was fierce and costly as no brand differentiated itself on anything but the price of service. With the launch of *AT&T Digital One Rate*, AWS transformed the wireless industry overnight and drove its new subscriber growth at twice the industry average. Sieck led the **strategy development, communications planning and launch effort.**



Brand idea: *With AT&T Digital One Rate, you're free to use your wireless phone.*

Case Study

Taco Bell

Taco Bell was in its third consecutive year of declining traffic counts when it realized it had lost sight of its customer— *"I've changed, you haven't"* was one customer's lament. Management sought to reposition the brand from a quirky, Mexican fast food joint to a mainstream fast food restaurant that provided a bolder experience than the burger places. America learned to *think outside the bun* and traffic, average check and YUM! Brands' profits have shown consistent growth. Sieck led **customer insight, strategy and execution.**



Brand idea: *If you're thinking about a burger, choose something more exciting.*

Case Study

Intel Centrino Mobile Technology

Seeing the wireless computing wave as a key driver of growth, Intel developed its first ingredient brand based on something other than speed. *Centrino* Mobile Technology delivered mobile computing to the masses. The result: seven million units sold globally in year one— at a premium price. Sieck led the **positioning, plan development, and execution.**



Brand idea: Now you're free to live and work the way you want to, from wherever you want to.

Case Study

Lexus sc430

With a single-minded proposition of “*Lexus rejuvenates your body and liberates your spirit*”, **concept, design, and photography for the launch** of Lexus’ first convertible, the sc430, helped create excitement for the brand. The car’s first appearance was in the full-line brochure, which illustrated open-air driving pleasure on the cover. Next were envy-inducing shots along the Amalfi coast, with its breathtaking views. Fun and informative flash segments in the **interactive newsletter** described benefits and features of the new car. Sales took off immediately, and the SC became the sporty flagship of the Lexus line.



Personality traits: *sophisticated, optimistic*

Case Study

Regus Group

The world's largest operator of temporary office space was faced with the challenge of the new mobile workforce—these days a cell phone, laptop and internet connection is all anyone really needs. The brand strategy of “**removing the boundaries of the traditional workplace**” led to a host of new products and services that were not linked to renting office space —everything from on-demand conference facilities anywhere in the world to virtual administrative assistants 24/7. Not only has occupancy in office centers increased, overall penetration of the marketplace has grown five-fold.



Our role: Regus depended on Sieck Growth for customer insight, positioning strategy, hierarchy, naming, and tagline.

Case Study

TravelStore

After 20 years in business, TravelStore was on a growth path, but looked staid and tired. With a **newly defined strategy and exciting brand identity**, the company has become the largest independently-owned agency in California with 280 agents and over \$200 million in annual revenue.



Brand idea: A “passion for service”, with a promise to customers to help fulfill their expressed and unexpressed needs.

Case Study

Dolby

Dolby is known as the gold standard in sound in movie theaters and consumer home audio devices around the world. But Dolby was expanding their product line beyond the theater and the living room to capture new revenue in portable devices, PCs, and via new products that improved picture and sound to become the gold standard in digital entertainment. **A new brand positioning** broadened the brand to stand for a “more immersive entertainment experience”. The new strategy launched at CES, and Dolby stock price continues to climb.



***Our role:** Sieck Growth was integrally involved in global brand management for over two years and provided customer and consumer insights, strategy, naming, and creative direction and resource management.*

Case Study

Kroger's clipSmart

Kroger, the world's largest grocery store company, developed new technology that allowed members of their Shopper Cards to download coupon offers directly from the web to their personal accounts, **making clipping coupons obsolete**, and receiving product discounts easier than ever before. The clipSmart™ program was launched across the entire Kroger system in-store and via advertising and direct mail. Today, thousands of offers from P&G, Unilever and others can be downloaded from hundreds of coupon sites just by clicking on the clipSmart logo.

clip\$mart

***Our role:** Positioning strategy, naming, design, messaging, launch planning*

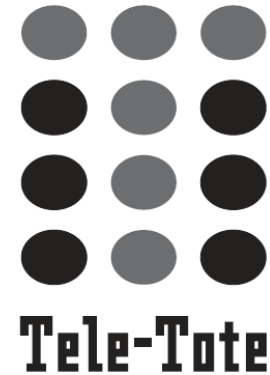
Naming & Design



online gaming site

sunTrax

for Sun Microsystems



Selected Brand Identities



Junior
League



Disney Regional
Entertainment

Classic Audio



Cogito
Capital



WINE IS *pleasure*[®]



National Restaurant
Association



LIVING *yoga*



Rix restaurant

Contact

To capitalize on your brand's potential, Sieck Growth.



Greg Sieck
greg@sieckgrowth.com

Mill Valley, California
www.sieckgrowth.com

o 415.389.1011
c 415 717.4460

SieckGrowth