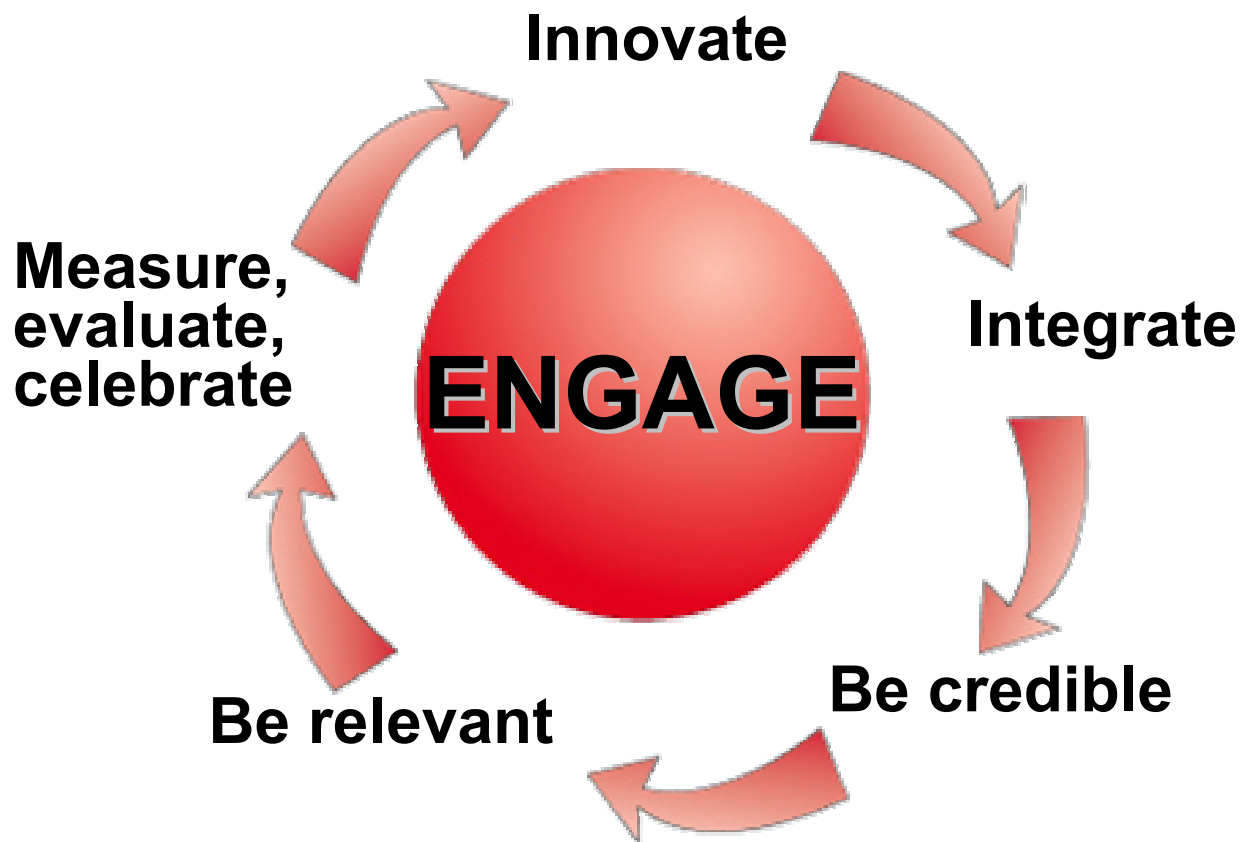


Strategic Objectives Five Golden Rules of Engagement[®]



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Strategic Objectives PR Tips on Branding

- Look for Smart Ideas. Better Solutions.
- Engagement is key to success.
- Big Ideas get Big Results.
- Take the time to build a positive Brand foundation and media support. Both are invaluable as the Brand and marketplace evolve, and in times of crisis.
- Strategic Public Relations protects the Brand in times of crisis.
- Identify your Brand friends and advocates. Keep them informed and involved.
- Leverage Brand history and update it to propel the Brand forward.
- Never stand still.
- Be Relevant: ensure your PR Brand Trigger motivates your audience.
- Use fact-based research to build Brand image and dispel Brand misconceptions.
- Research: ask your target audiences what they think about your Brand. Use facts and perceptions to inspire the creative process.
- Be bold — innovative PR builds Brands.
- Create a positive, memorable experience.
- First-mover advantage makes news.
- Frequency of Brand messages is crucial in fast-paced world.
- Consider a well-recognized spokesperson to lend credibility to your Brand.
- Never underestimate the power of humor in building a Brand — life is demanding; we all appreciate a sense of fun.
- Bring all marketing partners together to drive the Brand message.
- Make an international Brand relevant to your local market.
- Provide a glimpse of the future — it helps to generate excitement and position your Brand as a leader.
- Deliver Results!