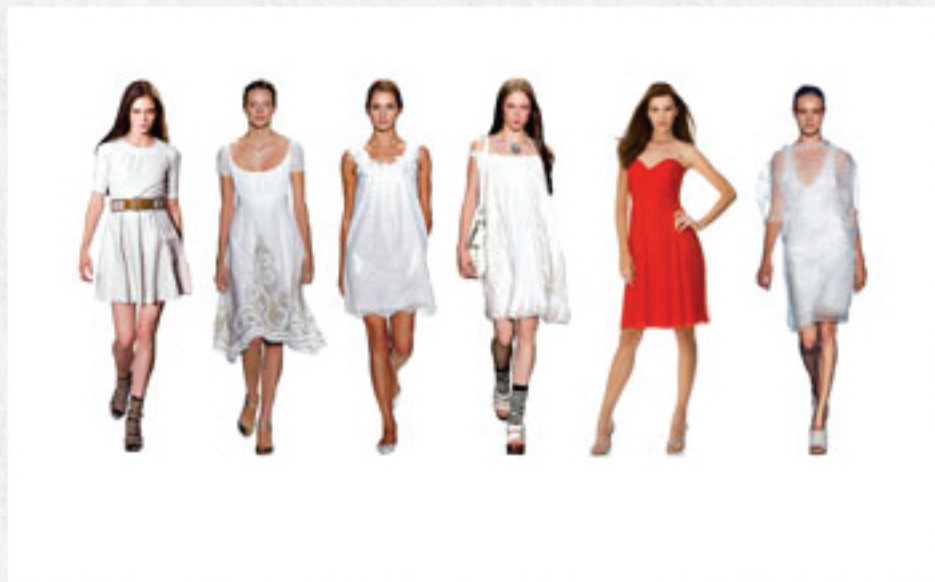


Be the Red Dress



Regardless of the industry, product, or service category, most brands tend to look sound, walk and talk the same. Obscure the logos in most ads, and it's hard to meaningfully distinguish between one brand and its competitors.

And that's a problem. Because branding is an exercise in memory creation, cultivation, and retention, blending into the herd is anything but safe—in fact, your marketing dollars risk being ineffective and producing low returns on your company's marketing investment.

If you want to maximize your brand's effectiveness, pull a selection of print ads, commercials, websites, from your competitors and compare them to one another. You'll notice broad consistencies among them that define the "herd" in your brandscape. Now, commit yourself to not doing what everyone else is doing—*primarily at the visual layer of your branding*—80% of the information people process is gathered via their visual sense.

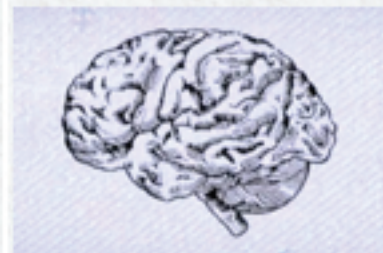
Be bold and prosper,

Rick Julian
Chief Creative Officer
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