

Dealing with the Dead?



Leo Burnett?



J. Walter Thompson?



Foote?



Cone?



Belding?



B?



B?



D?



Or, last but not least, O?



Pulse: 72
BP: 124/70
Cholesterol: 105
Apparently, still alive...

Lab: TSH
Name: TSH
Date: 2012-09-29
*Notes: PERFORMING TSH, CB, Quest Diag
60191-1024 - Anthony V Thomas, M.D.
Value: 5.8
4.89
16.6
-2.2

Lab: Hgb A1C with GAG
Name: Hgb A1C with GAG
Date: 2012-09-29
*Notes: PERFORMING Hgb A1C with GAG, Quest Diag
60191-1024 - Anthony V Thomas, M.D.
Value: 5.8
4.89
16.6
-2.2

Try The Living Instead

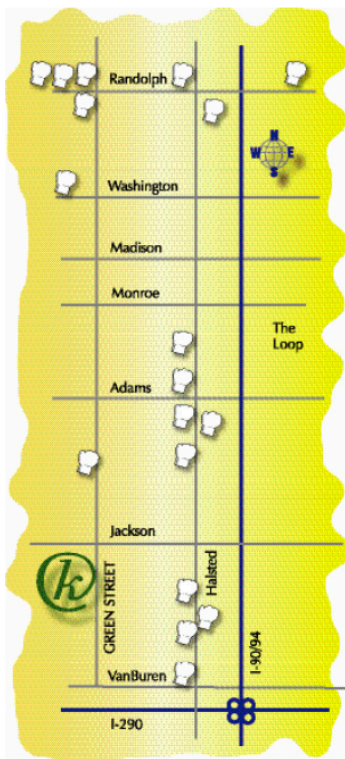
One reason clients choose our agency is that the name on the door stays actively involved on their account. That would be awkward with, say, Leo Burnett or J. Walter Thompson, gentlemen who are (inconveniently, but thoroughly) deceased.

Call us.

We'll be happy to introduce you to the other living people who would join you on your strategy team. (Yes, we consider clients active members of the team.)

Learning more about an agency should require a phone call.

Not a seance.



Come Visit

Chicago's hip and happening Greektown has amazing lunch options (saganaki, anyone?) and lofty ceilings to promote lofty thinking. Our offices have a sloping purple wall, a 17-foot-high phone booth, and open space to promote the free exchange of ideas.

That's not at all trivial to those of us who escaped from billion-dollar agencies where creative people sat isolated, slowly turning blue in fluorescent-drenched cubes.

Visiting us will never feel like going to see the IRS.

Our Toolbox

People often ask us: do you do
Strategy? Broadcast? Print? Web Design? Digital Marketing? Company naming?
New Product Development? Content creation? Video? Or hardwood floors?

We answer:

Yes. Yes. Yes. Yes. Yes. Yes. Yes. Yes. Yes, And No.

Our Clients, since 1987

Our experience runs the gamut from working with consumer products and services to B2B of every kind, education, high-tech/software, hotels, utilities, international, national, regional, local. From \$18 billion in sales to startups. See our Clients page on the web.

Okay, what's with the bird, and what's that got to do with my brand?

Lots, my friend. It's a Galapagos finch Charles Darwin studied. He predicted they'd have to adapt and evolve in order to cope with environmental change. He was proved right, of course, but 120 years later. What's relevant to you?

Adaptation leads to successful survival in the life of a brand, too.



Your prospects have evolved, for example, by adapting to new sources of information, avoiding "sales" messages. Hello iPod, goodbye radio. Hello Google, goodbye Yellow Pages. Hello blogs, goodbye newspapers. Goodbye forever your obsolete choices for attracting customers.

We adapted too, evolving from ad agency way back when to branding agency today. Must you adapt? Of course.

New rules, new tools. We can help.

The Brand Equity Agency

What's a brand worth?

Accountants find it easy to put a price tag on tangible assets like factories.

Or pencils.

But brands can be worth lots more than mere brick and mortar. By isolating Brand Assets we bring a fresh perspective and multiple disciplines to the highly leveraged opportunities of brands.

It's a different approach: ad agencies believe in advertising as fervently as bean counters believe in pencils. Promotion agencies, packaging people, sales consultants, design firms, etc., all tend to bring one-dimensional solutions to the party. (If you're holding a hammer, to paraphrase the Japanese proverb, every problem looks like a nail.)

The Brand Asset Way

We have a better answer. Our Brand Equity methodology evaluates 16 distinct Brand Assets. It's both revolutionary and sensible.

Look at it this way: you deploy capital, and people, to leverage your company's strengths. In the same way, every brand uses (or mis-uses, or under-uses) creative content, share of voice, promotion, sales force discipline, packaging, consistency, distribution, actionable research, and so on.

We start by interviewing you and your people. Marketing, sales, operations, finance, searching and questioning in a process called InsightStorming™.

We talk to customers, prospects, distributors. We can even interview your competitors. (Ask us how.)

The profile that emerges from our analysis suggests where to put bandages, where to do surgery, how to invest to maximize Brand Equity.

“So, what makes your agency unique?”



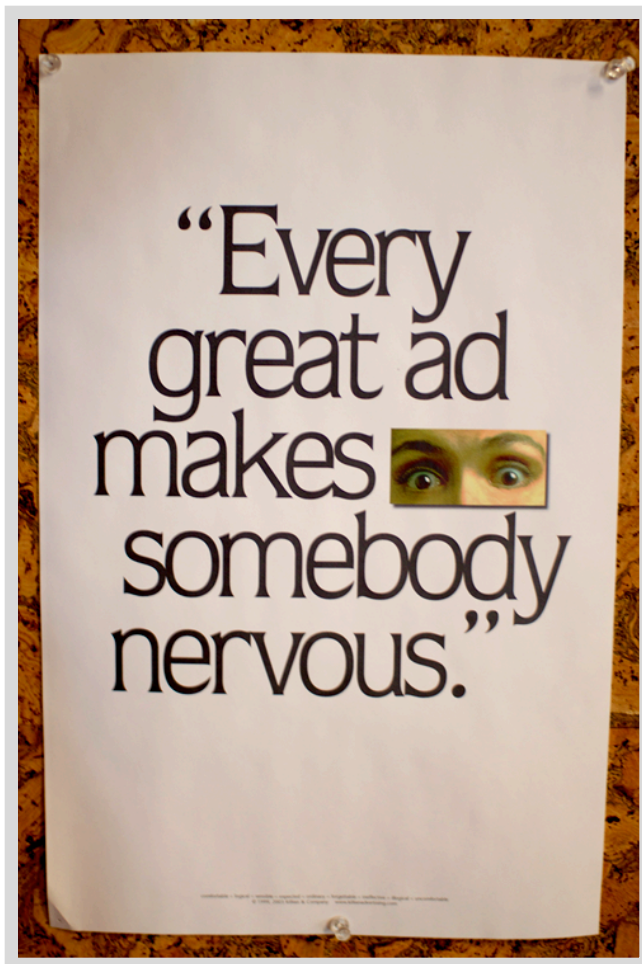
Stop Making Sense

Most of us are burdened with rationality. Handicapped by reason.

Not that that's all bad, mind you. Part of the process of persuasion (the strategy-building part) is very left-brain, orderly, analytical. The left hemisphere will in fact demand one plausible Reason.

But persuasion isn't logical; buying decisions aren't scientific. Brand preferences are built on fundamentally right-brain, non-rational connections.

That's why you should be uneasy when an ad turns out "just as you expected." Follow the advice of a poster that hangs in our office:



Pssst. If you'd like a copy of this poster, send your name and snail-mail address to poster@killianbranding.com

Bigger Ain't Better

Smaller ain't better, either. Only better is better.

Ours may be a small, responsive guerrilla band, but the only meaningful measure is the size of our ideas. We fled the big slow agencies with their bloated overhead, paper-shuffling middle management, and committee approved creativity.

We're never going back. Since we'll never be Bigger, we have to be Smarter. And at the risk of seeming immodest, we are.

Experience Is Everything

Odds are, we know your business. Not as well as you do, of course, but enough to hit the ground running.

Proof? Ask us for the phone numbers of clients. We've piled up decades of experience with firms in every category, including companies that share your marketing problems, competitive environment, channels of distribution, golf handicap, haircut, and sign of the zodiac.

Experience Is Nothing

Some of our best creative work resulted from being new to an industry, not knowing The Way It's Always Been Done, bringing fresh objectivity to the task. (Which is why, incidentally, most in-house agencies are mediocre; they lack an outsider's independence.)

Everything On This Page Is True

No matter how contradictory.
Deal with it.





"Branding, done well, does three things to your best prospects: it makes you more visible, differentiated, and relevant than your competitors."



Adapt. Evolve.™

Celebrating 25 years of
smart-ass attitude.