

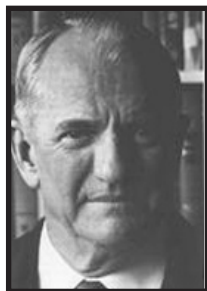
Dealing with the dead?



Leo
Burnett?



J. Walter
Thompson?



Foote?



Cone?



Belding?



B?



B?



D?



or, last but
not least,
O?

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 me.

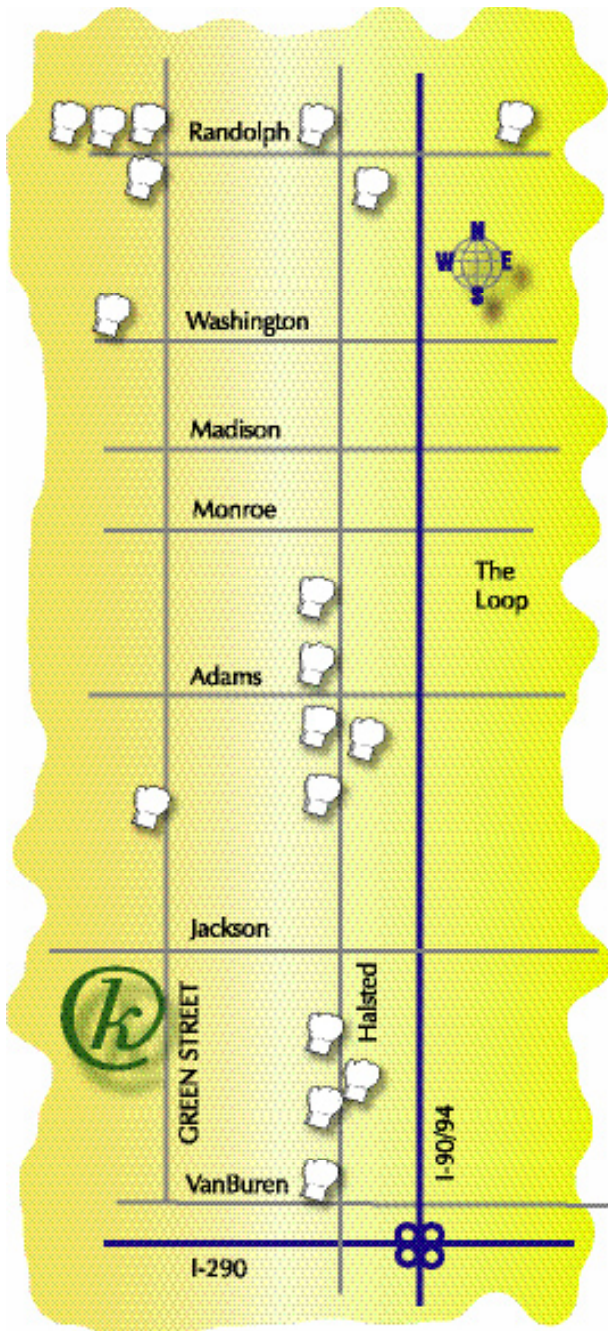
Not only am I still breathing, I'd be happy to introduce you to the other living people who would join you and me on your account

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

First, 15 years on the lakefront, then we packed up our pencils and other weapons of mass communication and spent the next seven years in Chicago's hip and happening Greektown.

It has amazing nearby lunch options (saganaki, anyone?) and lofty ceilings to promote lofty thinking.

The offices now have a sloping purple wall, a 17-foot-high phone booth, and open space to promote the free exchange of ideas.

If that seems trivial to you, those of us who escaped from billion-dollar agencies (where creative people sat isolated, slowly turning blue in fluorescent-drenched cubes) like our space a bunch.

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

Our Toolbox

People often ask us: do you do

Print? Broadcast? Direct? Strategic Web Design?
Search Engine Marketing? Promotion? New
Product Development? Brand Consulting/
Company Naming?
Or Windows?

We answer:

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

Our Clients

Our client list changes so often, we've decided not to list it here. To see the most up-to-date list of all our clients, visit the "Clients" page on our website.

Our experience runs the gamut from working with consumer products and services to B2B products, education, high-tech/software, hotels, and utilities. National, regional, local. From \$18 billion in sales to one-store retailers.



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

Quite a lot, actually.

It's a Galapagos finch, the species Charles Darwin studied. He predicted they'd have to adapt and evolve in order to cope with environmental change.

He was right, of course, What's more, 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, and by tuning out "sales" messages. Hello iPod, goodbye radio. Hello Google, goodbye Yellow Pages. Hello blogs, goodbye newspapers.

We adapted, evolving from ad agency to branding agency.

Must you adapt? Of course. The rules have changed, and we can help you evolve. Call.

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 (see next page) 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 beancounters 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 proprietary 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 all your people. Marketing, sales, operations, finance. We talk to customers and distributors. We even interview your competitors.

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

This subject's too large for this little brochure. If you'd like more depth, see the White Papers on our website (www.killianadvertising.com/)

“So, what makes your agency unique?”



Adapt. Evolve.™

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.

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." Instead, follow the advice of a poster that hangs in our office:



If you'd like a copy of the poster, email us with your mailing address.

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, or 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: it makes
your organization more
visible, more differenti-
ated, and more relevant.
[It ain't easy.]**

”



Adapt. Evolve.™

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Celebrating our 23rd year of
smartass attitude.

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