



1. Amazon.com: Service plus product line depth



2. FEDEX: Straight Ahead



3. Baskin-Robbins: Still 31 Flavors

Inspired Branding
Hidden Messages in Logos

*by Richard Earle
Regis Group Affiliate*

Any of you who have attended one of my workshops on Branding know that I am passionate about creating an "aura" that will engage potential customers in a positive emotional way, so they will feel good about allying themselves with your product or service.

In any branding identity package you will often find a logo and a simple tag line.

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Special Assessment Part #2
How to Proceed
*by Marc Chinoy
Regis Group President*

Begin with an overview of a working sequence starting with a statement of need all the way to projection of results measured against original targets.

STEP 1: A Statement of NEED Clarify in simple terms (key points work) the reason for the Assessment including the circumstance that led to the activity.

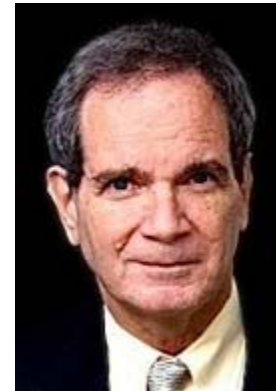
STEP 2: Clarify the BACKGROUND
A concise history and brief analysis of the general environment leading to and surrounding the effort.

STEP 3: Select the TEAM
The identity, roles, and attributes of those who are tasked with the effort.

STEP 4: Define the SEQUENCE
Map the Steps, Timing and interim Outcomes sought from the effort.

STEP 5: Set TARGETS
An expression both qualitative (words) and quantitative (numbers) of the outcome sought.

STEP 6: Perform RESEARCH
Investigate existing factual information significant to the effort (examples: competition; similar



Marc Chinoy

President's Letter
The Message Within

The magic phrase: "Things are not always what they seem" appears hundreds of thousands of times on the web, and is in fact a major truism, stretching back from far before the Roman admonition, "Caveat Emptor."

In planning, the existence of this simple fact tells us that understanding where we are is the first critical step to deciding where we would like to be.

In marketing, a well considered market assessment is the permanent gateway leading to the discipline of embedding messages.

The Mind's innate Ability
This month's agenda touches this concept from both directions: The first is the way in which skillful

The “aura” is usually created by a thoughtfully constructed tag line, color palette, and typeface selection of the logo. However, many large corporate entities have cleverly buried other clues in their logo that are not evident at first glance. Discovering them can be fun, and can enhance the “bonding” experience that is the goal of any branding “aura.”

1. Amazon.com: Service plus product depth

Most people get the “smile” graphic underlining part of the type, and hopefully connect that with the exceptional service this web mail-order house provides. But there’s another symbol buried here. Note the “wrinkle” at the right end of the smile. This can also be read as the end of an arrow, connecting the “a” and “z” of the name, and carries the message: “We have whatever you’re looking for, from a to z!”

2. FedEx: Straight Ahead

There is also an arrow hidden between the “E” and “x” of the FedEx logo, to reinforce their mantra of “Fast, efficient service.”

3. Baskin-Robbins: Still 31 Flavors

The original logo had the 31 flavors with an arc above it. In re-thinking their logo, a clever designer discovered that number could stand as part of their initials.

Think long and hard about your logo. The typeface is important. But with a little ingenuity, it can communicate so much more!

efforts; applicable scientific studies).

STEP 7: Conduct a SWOT

Develop an outline reviewing the Strengths, Weaknesses, Opportunities, and Threats of the entity / circumstance / subject.

STEP 8: Develop OPTIONS

Design two or more alternatives with arguments and defense.

STEP 9: Make a RECOMMENDATION

Best if the top alternatives are shown in order of preference by the Team to a decision-maker who is *not* part of the team.

STEP 10: Draft a PLAN

Convert the Option selected into a calendar-based Sequence of Action, noting Resources and Ownership to satisfy the Needs originally noted and any new needs the Assessment has revealed.

STEP 11: Monitor IMPLEMENTATION

An Assessment and Plan without a well managed resulting effort can be an exercise in futility.

The Regis Blog New Posts and Comments Wanted

*Check out our recently-launched
Blog at <http://regisgroup.blogspot.com/>*

We plan to update it twice a week on Tuesday and Thursday, so even if you’ve visited before, you’ll find some new posts.

It is our intention to keep this blog vital. To accomplish this, we need your help. We’d like your comments on the existing posts. Better still, we’d love to have original posts from you. All we ask is that they be positive. Please e-mail them to: cbarrientos@regisgroup.com. We’ll post them right away!

marketers have approached the mind’s innate ability (if not constant tendency) to capture messages hidden in both the content and the form of messages. To this please add the admonition to all of us tasked with planning that we would do well to focus on (and dig into) reality before turning on the dream engine.

Best of luck and plan well

Marc



BizSpeak: Merlin

Definition:

A business Wizard of dubious methods, capabilities and ethics

Related Terms:

Wizard; Wiz; Magician; Rain Maker; Water Carrier, Water Walker

How it Sounds:

“It took nothing less than a MERLIN to Wave The Wand, say the Magic words and Refloat the Sinking Ship of the Georgia deal.”

Focus on the Future
Guest Predictions:
Fernando P. Tirado

Guest Predictions is a regular feature in which we ask leaders in a number of professions questions that affect us all.

FERNANDO P. TIRADO

Since 2008, Fernando has served as the District Manager for Bronx Community Board 7, one of 59 Boards in the city of New York whose mission is to advise and confer with government agencies, on matters affecting the social and economic welfare of the district. Prior to coming to the community board, he was with the NYC Department of Health for 13 years in various capacities, first as a health inspector in the Lead Poisoning Prevention Program, then as project manager, a program coordinator, and finally as a director in the Bureau of Food Safety and Community Sanitation.

Additionally, Tirado is the owner of a small marketing company he started in college in 1993 and managed for 10 years. He has a BA in Political Science.

Q: What changes in your professional environment in the past 3-5 years have you found to be the most beneficial?

A:

The ability to treat constituents/residents as “clients” and set policies that improve service delivery and customer service. It hasn’t always been easy to convince government agency heads of the necessity of improving customer service, but today’s technology makes it not only possible, but prudent, as more and more people become connected and demand greater accountability.

Q: What changes have been the most troubling to you?

A:

I see a growing disconnect and lack of confidence on the community level in government and the subsequent polarization of these communities. Frustrations with the economy, politics, service delivery, and issues are taking their toll on the confidence level of



Fernando Tirado

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Free Rice.com Site
Internet Innovation

**"Welcome to SI!
Please take a
seat!"**

*by Will Emigh, Nathan
Mishler, & Ian Pottmeyer
Partners, Studio Cypher
www.StudioCypher.com*

You head to your favorite Italian restaurant, Viaggio, and find that you'll have to wait a bit for your usual table. In that ten minutes do you a) tell all your friends that you're waiting for a table, b) play a game to beat your best friend's high score, or c) find out that 'Viaggio' is Italian for 'journey'?

If you're part of the Social Internet (SI), you know that the correct answer is "all of the above."

Every day, more and more people expect to be able to use the Internet to facilitate social and meaningful interaction. If you don't engage them as part of the SI, they will move on to another business that does.

Get Interactive

One of the best ways to service these SI customers is to make interactions with your brand or service "bite-sized." Give customers something

constituents and play out in their perception of all government activities, including community advocacy and local governance.

Q: How will globalization affect your professional area in the near term?

A:

Getting constituents to focus on obtaining the skills necessary and reducing barriers to participate in a global marketplace are the areas of greatest concern. We need to invest in technology like some countries in Asia (i.e. South Korea) have to foster economic development. There are too many missed opportunities when large segments of the population are not connected to the internet and cannot partake in internet-based businesses and the benefits of online social networking, and are therefore left out of the global marketplace.

Q: What significant challenges might be anticipated in your professional area in the next few years?

A:

Getting something as nebulous as the relationship between bureaucracies to be flexible and intuitive as more constituents become connected to the internet and demand more in the form of information and responsiveness from local government.

Q: What are the greatest challenges confronting young professionals in Western culture today?

A:

Complacency and unpreparedness. Too many believe that they are still entitled to a predetermined outcome and therefore do not understand why the choices they are making are not working. They are not prepared to think independently, adapt to their surroundings, or redefine themselves to become competitive in this economy.

meaningful they can do easily in 5-10 minutes. Let customers comment online about your products, show their friends that they're doing something fun, or purchase your products in as few steps as possible.

When designing your websites in the SI world, realize that "bite-sized" often means "task oriented." More often than not, your users know exactly what it is they want to do when they arrive at your site. Make sure you know what tasks your users want to do and design everything to match those tasks.

But Beware!

Once you have your tasks and your design you aren't finished! Now you have to test: put some users in front of your new website and ask them to perform those tasks.

Could they find everything easily without any coaching from you? Did they accomplish all the tasks without a hitch? If so, great! If not, you have things to fix. And once your website is up, make sure that it's as easy as possible for your users to communicate with you. You should never stop listening to your users. Preferences and modes of communication change at a rapid pace.

How they feel about you

In a nutshell, remember this: your Internet presence is about how you want your clients/users to think and feel about you. Your internet presence is also about empowering

In Next Month's Agenda:

- THE CHANGING FACE OF PHARMACY IN AMERICA. The

Agenda will offer a look inside BeneCard, Inc, the new face of Prescription Benefit Management including an interview of the month with the new CEO, Bruce Roberts.

- Part #3 of Marc Chinoy's Special Assessment on planning for the rebound.

people to accomplish exactly what it is that they want to do.

A sense of triumph

Try using game structures to give actions multiple layers of value. Games are built from the ground up to motivate people - they provide clear challenges, teach players how to participate, and give them a sense of triumph. Apply the same lessons to your site and your audience will feel that triumph in walking through the virtual "doors" of your place of business or volunteering for your non-profit.

for example, testing your vocabulary at <http://www.freerice.com/> makes you a humanitarian!

Using the SI, even mundane tasks become value-rich experiences enjoyed any time from anywhere!

Studio Cypher is a leading Internet Game Developer, focused on online interactive games that offer entertainment, mental skill improvement and social value on behalf of a wide array of groups. In next month's Agenda, Studio Cypher will offer a self-checklist for assessing the effectiveness of your group's website.

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