

EVOLVE
BRANDING

EFFECTIVE
MEDIA/PR

ONLINE
INTERACTIVE

PLAN
EVENTS

PARTNER &
PROMOTE

COMPELLING
WRITING & DESIGN

MARKET
RESEARCH

ACTIVATE
GUERRILLA

DRIVE
FUNDRAISING

RALLY
CAUSES

EFFICIENT
AD BUYING

EVOLVE BRANDING

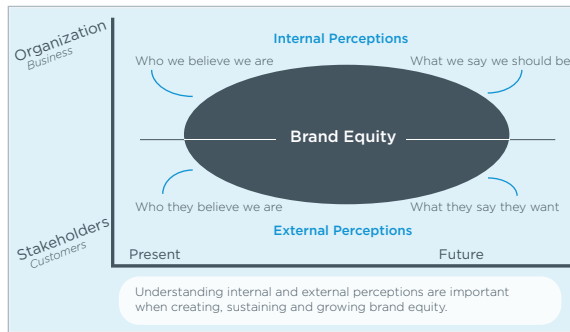
the shape of things to come™

Overview

When we say branding, we mean the whole look, feel, interaction, language, positioning, and communication strategy of an organization. It's how you strike people, impress them, and inspire action and allegiance. Developing a brand can be challenging, but we've developed a simple path of action your organization can take to develop and implement a cogent, useful and results-generating brand strategy.

Program In Detail

Foursight starts with a formatted interview with 2-3 members of top management or ownership. We seek to understand your strategy, processes, products, management, industry, partners, strengths, weaknesses, key success factors, resources, capabilities, competitive challenges, and critical industry trends.



We then interview key management and customer-facing personnel to ascertain their perceptions: what they believe defines and differentiates your organization and how they believe outside stakeholders perceive the organization. Finally, we research your external audience, customers and stakeholders, and analyze the marketing communications of your competitors in terms of focus, brand image, brand assets and keywords.

Results

By the end of the fact-finding process, Foursight works with the client to establish the specifics of the brand: core values, vision, audiences, core and extended identity, your value proposition, positioning, what defines, guides and drives your organization, a Communication Model including colors, fonts and logos, and a statement of competitive advantage.



Steps Toward Brand Strategy

1. Identify and use differentiation as foundation for marketing communication and basis of positioning
2. Align internal and external perception
3. Define competitive set
4. Articulate messaging components relative to brand strategy
5. Bridge gap from strategy to tactical implementation
6. Develop initial messaging architecture
7. Recommend implementation tactics and next steps

Testimonials

Salt Lake Symphonic Winds
 "Your vision in promoting this organization has broadened our audience, expanded our visibility in the community, and brought us additional funding. Your leadership in marketing continues to improve our quality in every way."
 - Dr. Thomas Rohrer
 music director

Utah Free Media
 "A key to our success was Patrick's professional, consistent branding. Foursight helped make UtahFM an international leader in community-based new media."
 - Mike Place, co-director

Work Examples

- AmericanWest Bank
- Far West Bank
- Flow Yoga SLC
- Kalari Sangha
- Salt Lake Film Society
- Tracy Aviary

About Foursight Partners

Inspired by the belief that solid experience working in our clients' industries is indispensable to outstanding, sustainable results, the capabilities of Foursight Partners span the full spectrum of communications services in the arts, government relations, the nonprofit world, and business in Utah. With three seasoned principals, our firm provides distinctive, comprehensive solutions to organizations that want their money to be well spent and results to speak for themselves.

Foursight Partners was formed in 2009 by Patrick Commiskey, Patrick Thronson and Crystal Young-Otterstrom.

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