

THE LAWS OF BRAND PHYSICS

1 The weight of your message is proportional to the efficiency of your communication.

Emails, memos, phone calls and staff meetings all serve a vital roll in a company's ability to keep everyone on point and focused but, are they enough? At Talking Tree, we combine your philosophy with our technology and deliver a clear and comprehensive vision that permeates every level of the corporate structure, from the boardroom to the mailroom, putting everyone on the same page at the same time with the same understanding.

That understanding, spread company-wide, makes every employee an ambassador to the outside world and a communicator of the company's role in it.

2 The relationship between the impact of a corporate event and the boredom of the audience is an inverse relationship.

Sales meetings, conferences, product rollouts, award ceremonies and gala events are all opportunities for redefining and solidifying the way your customers, vendors, clients and employees think about your company. At TalkingTree, we know the best way to imbed your message is to make it interesting and entertaining - to make it, in a word, memorable.

Décor, music, video, lighting, entertainment...TalkingTree uses all of these and more to create a memorable environment for communicating your message and making it stick.

3 In any marketing endeavor, an increase in focus is equal to an increase in power.

In the planning stages of a big event, bringing together the many vendors and contractors requires an enormous amount of energy. After nearly two decades of event production, TalkingTree knows the value of focusing that energy into a "laser beam" of efficiency, taking all the varied communications jamming the airwaves and bringing them together in a package our clients don't have to sift through or keep track of.

We know that a single conduit for information, planning and logistics gives our clients real control over their event without the hassles of playing producer.

4 The potential success of a campaign is equal to the attendance x enthusiasm.

Producing a fundraising event can be problematic. Getting attendance up is only part of the problem; attendees must enjoy the experience if they're to return for subsequent events. Productions values, entertainment and décor all contribute to the attendee's feeling of being part of something special, something to which they'll want to contribute. Although each fundraising effort is unique, the formula for success is common to all.

5 The stickiness of your message = Entertainment value x Audience engagement

Everyone, at one time or another, has had a song "stuck in their head". Sometimes this can be a bad thing, but there's no doubting the benefit of getting your audience stuck on your message. Songwriters call the part of a composition that is the most memorable the "Hook". This is the part you leave the concert or dance club whistling or humming. Having done our share of writing jingles, soundtracks and other music, we know the power that a hook can give to our work.

We look for the hook in everything we do so that the "stickiness" of the message is maximized.

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