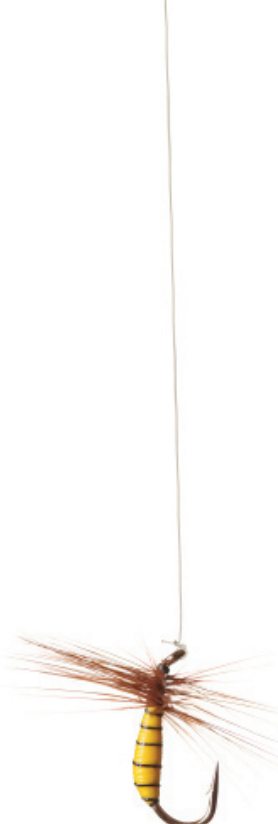


HOW TO USE BRANDING  
TO CAPTURE PROSPECTS  
AND CREATE CUSTOMERS



**Tom:** We hear a lot about branding. We know it's something that we should do for our business. So what is branding?

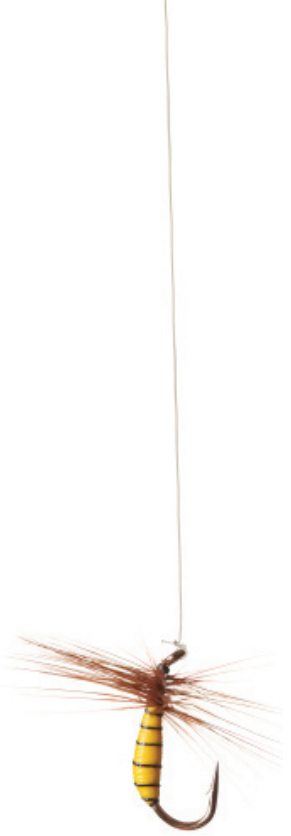
**Lisa:** You know it's a good question because I think there's so much information out there and everybody puts their kind of their spin on it, different terminology, that I definitely think it kind of makes it confusing.

So, what is it exactly? To me, it's always been a person's gut feeling about a product, service, or organization. It's not a logo. It's not a tag line. It's not a product. It's really trust, and when you can marry great strategy with creativity, then you can really create a charismatic brand that people believe there's no substitute for.

You will hear, like I said, a lot of different terminology to kind of explain different components of building a great brand. I think the best that I've heard and I kind of tried to live by is a brand strategy, brand ID, brand management, and brand experience. I really think the key to all that is brand strategy.

Starting from the very foundation about a company, its customers, its audiences, its market, what the offerings are, its category, its position, messaging, promise, and experience. By really looking at your company, product, or service and really honing in on what it is that you do and what is that you do well.

After you have all those things, you move on to developing the brand ID and I think that's where a lot of people get confused. A brand ID is the personality, the name, the logo, the tag line, the design system, and all the assets – like photography – that go with it.



As I look at Wikipedia, the American Marketing Association actually defines a brand as name, term, tagline. And I really think that's kind of confusing the issue because if you don't have it – the core of your brand, the strategy behind who you are – you're never going to pull together the ID system behind all of that.

Next to that is brand management – the planning, the training, an adoption, the tools, monitoring, assessment, and the evolution. You put your brand out there and then you have to manage how it evolves and how it interacts with the consumer.

And, aside from brand strategy, a real fundamental to creating the charismatic brand is the brand experience. If you fail, if you put a product out there and you fail at delivering on the brand experience – or some people call it the brand promise – then you're breaking that trust with your customer. And once you break that trust, you spend a lot of time and money trying to get it back. Does that answer the question?

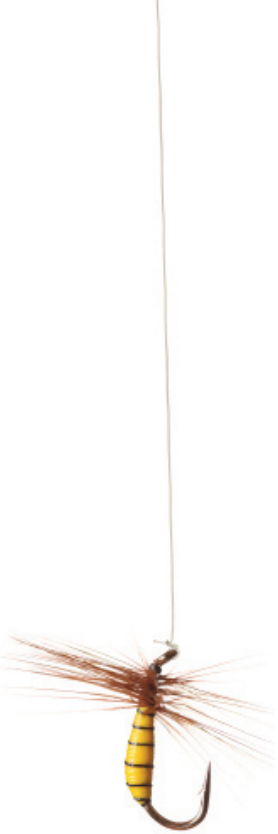
**Tom:** Yeah, that's perfect. You mentioned in part of that response the ID, the brand ID or personality. Do you believe there are a lot of companies that don't have that ID or personality, and they're just kind of getting by on something else? What or maybe what percentage of companies do you think have an actual ID or personality that they get across in their marketing or in their brand?

**Lisa:** You know, I wouldn't say – I don't know that I could stay a percentage. I think what happens is there are a lot of people, particularly small businesses. You've got an idea and you wanted get started but maybe you'll skimp on trying to put

together that outward expression of your brand and, you know, it all works together hand in hand.

So if you have a great idea and you have a great strategy, and you missed the mark on your visual presentation, it really says a lot. So, I think a lot of companies are trying to save money – “How did we fall short on that?”

Does that help?



**Tom:** Yeah. So you're saying that if somebody's going to brand properly, they're going to have to realize that it is going to take a little bit of an investment and it's not necessarily something that you can get by doing on a very minimal budget? Or can you get by doing on a minimal budget?

**Lisa:** I think you can. If you are extremely budget-conscious but you still are like, “I know and believe, and understand that I need a very professional ID system,” there are companies online that I've actually worked with as well in my business. I think The Logo Factor is one that you can get a very reasonable ID system package created that is professional and creates a very strong professional presence.

You know a lot of times people will have a friend of a friend or the neighbor's kid that's in graphic design do something and it's just--- We all hire professionals to do the things that we're not good at – or at least I believe you should.

**Tom:** You mentioned Logo Factory. Is the website just something like LogoFactory.com or--- ?

**Lisa:** I think it is. I think it's something like TheLogoFactory.com. I think if you Google Logo Factory you'll find it. If you use the

logo factory, you'll probably pull up some other services as well.

**Tom:** Okay.

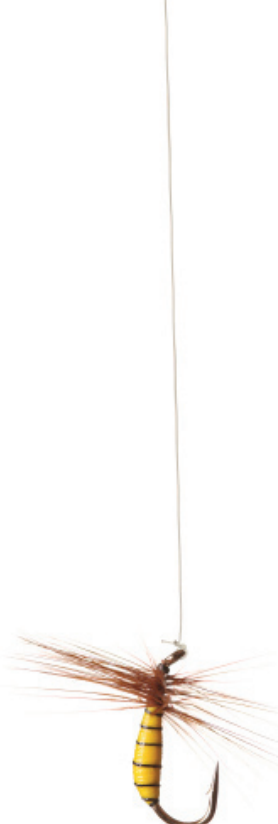
Lisa: And they do a really great job of creating pieces that are scalable, that can be used in multiple formats and color schemes. All that kind of thing that you need when you're starting out, but they do it at a real reasonable price because I'm sure they're just doing lots and lots and lots.

**Tom:** **At what point should companies start branding? Is it something that they should begin immediately as the company starts or wait a little while?**

Lisa: Well, I would say you should brand when you can answer with clarity and meaning three questions: "Who are you?" "What do you do?" and "Why does it matter?"

When you really work out what it is about your product or service or company that's the core differentiator between you and your competition, then you should be able to move on to and again, that's when I mentioned, brand strategy that's kind of what those questions are or at the core of. When you've answered those questions and you fully know who it is you are and what you offer, and why it matters, then you can move on to creating the real essence of the personality behind the product, service or company.

I think if you don't really have those questions answered and you don't have the full buy-in, and say you have partners or that the people or company are making decisions and you just shoot off down one path. What happens is that you then typically have to just end up starting over.





I think it's okay to evolve a brand, but I don't think you want to have to back track and say, "Oops, I made a mistake" because you really can't do that with the brand. Once you put something out there, if you've messed up, it's out there and you either have to retract or restart.

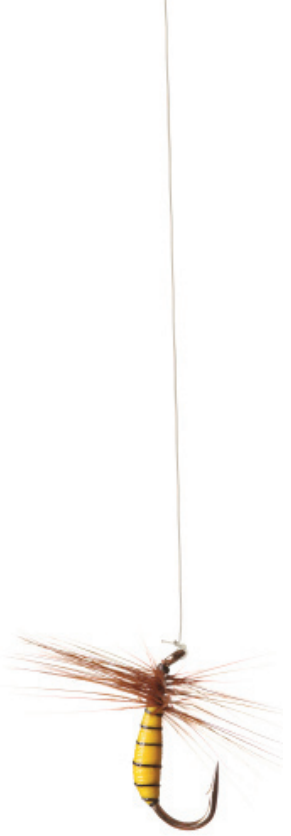
**Tom:** **Have you come across any company that you've seen, any ones that we might recognize that have had to retract their brand?**

**Lisa:** I don't think I could of anybody that's actually retracted because I think it may not be as evident to us. But I think we've all seen big brands like Exxon, when they had the oil spill, really having to back track. I think it's taking them years and years and years, and that they're probably still at the part of where they were before they had that huge oil spill because of the way that they went about cleaning it up. They just missed the mark.

You know even when you look at a brand like Apple, and they came out with their iPhone originally. They had some issues with pricing and, based on consumer reaction, they had to come back and change pricing. So, I think in those instances it's just being very, very aware of and careful before you put things out there.

**Tom:** **You touched on this a little bit earlier when you talked about logos, with The Logo Factory. I was wondering, what are some of the elements of design that can enhance your brand? What are those items that you need for branding purposes?**

**Lisa:** Well, obviously the creativity, innovative thinking, doing things differently than the competition but still being relevant.



What I see a lot of is people doing things just like their competition and so, if you'll look in some publications, there is no differentiation between one builder to the next, as an example.

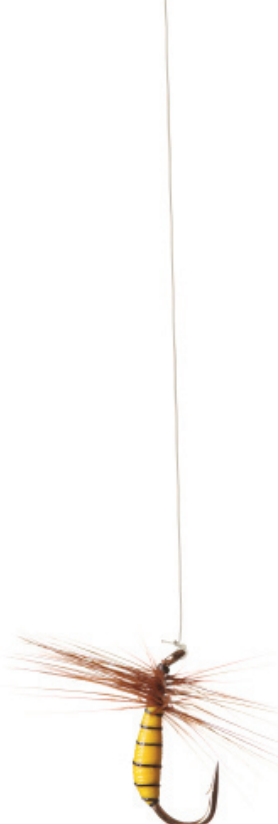
And so I think some way of finding the message and creativity is through innovative thinking, through use of color, through use of concept, setting yourself apart, but not setting yourself apart in a way that's just creative for creative's sake, but creative that is relevant.

Aside from what we mentioned earlier, a good clean logo and a basic collateral packet – the business card, the letter head – I think is always a good launching point for legitimizing your company in the branding effort. I would always recommend that someone use a professional to do that.

I mean that's why I gave out the example of The Logo Factory as a more maybe cost-effective means, if you are a small business and getting started versus maybe going to an advertising agency or a higher-priced design firm. But I think making sure that those things are professionally done, that it's done with a color palette in mind, that it's going to be appealing to your consumers.

I think a lot of people make a mistake when they go into doing these sorts of things, but it's all about what they want and what appeals to them, and really it needs to be about what's appealing to your end target.

**Tom:** You mentioned one big mistake – not appealing to your end target and instead appealing to yourself – what are some other mistakes that people often make when trying to brand their product or their company?



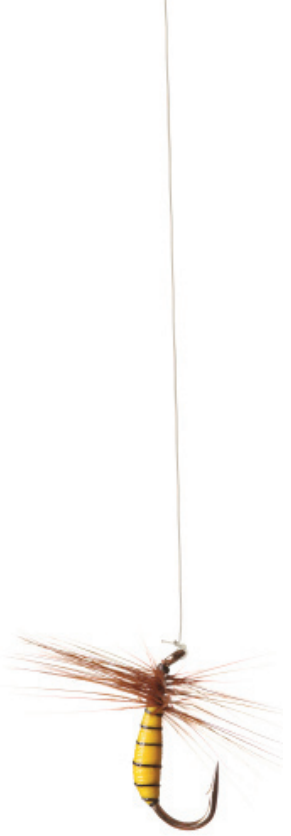
Lisa: I'll keep hammering this home because it's one thing that I think--- People get very excited about something in the creative or design phase of the branding process, and I think they fall short on not spending enough time on brand strategy.

Really looking at, "Does this make sense for us?" Kind of an interesting example, talking about brand extension, is Porsche getting into the SUV arena. Did that really make sense for a sports car manufacturer to get into the SUV market or were they just jumping on a band wagon? So, I think a common branding mistake is just not spending enough time on that strategy.

Another one would be falling short on your brand experience. You say you're this one thing and you have the best customer service ever and "We're going to cater to your every need when you come to our hotel," and you fall short on it and you don't make good on it. You lost trust. And every time you lose trust, you're going to give that customer one more reason to not come back.

I think the one we have previously mentioned is just not having the professional treatment done on the brand ID package. I think those are the big key things: not spending enough time on brand strategy, falling short in brand experience and just not putting the effort into or the finding the professional to create the brand ID.

And I guess another one could be confusing, just confusing branding with tactics. Branding is not the advertising. You create the strategy and you create the brand, and then you create the marketing plan about how you're actually going to get yourself out there. But that's really more about marketing and advertising.



**Tom:** So, you are saying in branding, really there aren't necessarily tactics involved with branding. It's more, there's---

**Lisa:** The truth. Yeah, I mean, it's really at the heart of it. Like I mentioned at the beginning, it's a gut feeling about a product service or an organization. I mean, it's really that feeling that someone gets when they think about your product or service. And creating that whatever it is that makes that raving fan.

You know, like Apple having raving fans. They've created that personality, the people – just like a cult.

**Tom:** Right.

**Lisa:** Regardless.

**Tom:** It's like you touched on it – an experience. Actually to use Apple, you hear about the experience that people have with their iPod. I mean, just as an example, look at iPod and how they have just taken off. It's truly an experience to have one and then you go and you, well, look at--- I think Mac's probably another one with all the people who have the Mac. I mean that's an experience as well. People are---

**Lisa:** Yeah.

**Tom:** --really loyal.

**Lisa:** And Apple has done that all the way through. You experience from the design, to the functionality, to the store experience, to the packaging – all those things. For them it all was based on creating that personality, the branding, figuring out who we are, what we do and why does it matter – creating that first. The rest of it, the way they go about reaching out to their

consumer is all tactic and advertising, and just managing the brand in those different vehicles.

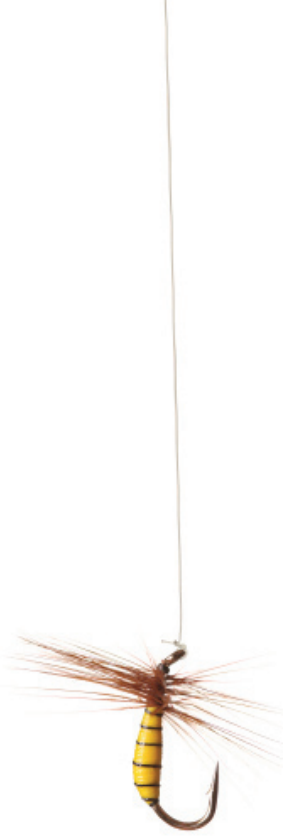
**Tom:** **Is there a difference between branding a product or a company versus a person? So, if someone is an individual business owner and they're more looking to brand themselves versus a company where they have multiple employees, multiple products, what are some of the differences of branding those two?**

**Lisa:** Ultimately, I really don't think there's a lot of difference in the process. I think what would happen is that in the brand strategy process you would really need to look at what makes the most sense.

Are you personally the product and is what you're offering, is it you? Are you a speaker? A personality? An educator? And it's mostly always going to be you. Like, say an Oprah, for instance, which is probably the ultimate in the personal branding arena. If that's where you are headed, then I think it makes more sense for you to brand as an individual – as a person – as it's really always going to be you and about you.

But then I think once you make that choice, that decision, then you head down similar steps – the brand ID, the brand management, the brand experience. But I think when a person, when it's an individual, I think, I mean there's--- I think there's greater risk and there's greater reward in that you are the one managing all that.

But people and people kind of by themselves, particularly if you're a small business and perhaps you don't have someone reminding you everyday of who it is that you say you are, you know what I mean?



As far as your brand goes, we have a tendency, which is really the entrepreneurial spirit. We kind of jump all over the place. So, if you don't have someone kind of reminding you of that, I think that's kind of where you can kind of jump over the risk side of it or maybe you're not in line with what you've created for your brand.

Whereas on a company, I think you have more checks and balances, if that makes sense. If once you've been through the process with this whole team of people on creating brand strategy, you have more people that kind of keep you in check and keep you in line. But, on the whole, I think you're essentially using the same tools.

**Tom:** **Would you say because with the company you have, like you said, all the checks and balances and all of those and things in place, that it might be easier to brand a company than an individual person?**

**Lisa:** In some ways, I think it could be easier. I think it just really depends on what the offering is and how much time and focus you've put on really clearly defining what's behind the brand. Even though it's the company, it's a group of people together, but they're still individuals and have different individual personalities that are going to have precedence over others.

So, one being easier and the other, I'm not sure that you can really say. It's always kind of been in my experience on a case-by-case basis.

I've had clients that I consult with that are branding themselves. Like I've said, I have to remind them every now and again when they want to head off from one direction, "Is that really who you are about?"

So I think it's key when you're— Particularly if you're just a real small business in a startup and you— It's really kind of you surrounding yourself with people that are going to kind of reign you in.

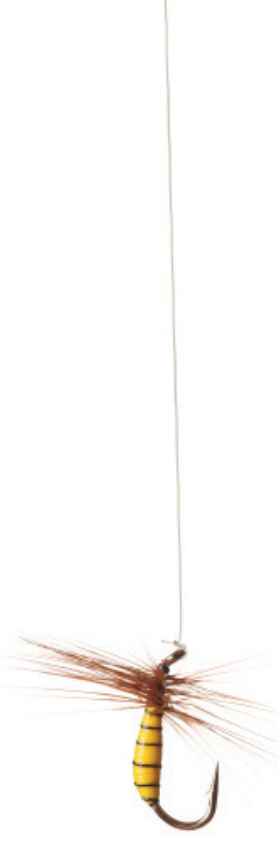
**Tom:** Even if you are alone, you still— Well, you hear about it all time with business – surround with people that that have been where you want to go. So, I think with the branding it sounds like it goes even a step further and that's a very important aspect of starting a business is really—

**Lisa:** Definitely. I mean Oprah is the ultimate example of a personality being branded, but she is almost like a— She's a corporation in and off herself now. She's got people there that probably are consulting with her telling her, "That's not right. That's not the right direction. That is not you."

Whereas, if it's just you as an individual and you're just starting out, I think we have the tendency in that environment to just kind of go wherever you think the work might be or the money might be. And so, you just have to really look at, "Am I being reactive to a situation," versus the long-term planning, like "This is really where I want to go" and surrounding yourself – maybe you're not paying a consultant to tell you these things – but you're just surrounding yourself with other colleagues and peers that will keep you in check.

**Tom:** Do you have any advice on how people can find those type of people to surround himself with?

**Lisa:** I've always found my membership in the chamber to be really beneficial and obviously you're going to meet a lot of different people. But the more you get yourself out there to networking events and getting involved in specific things that are of interest—

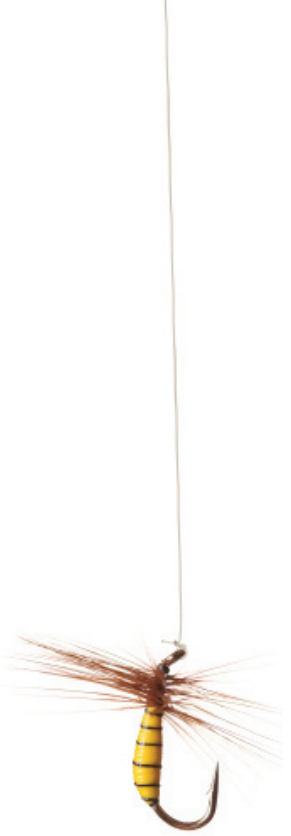


I've recently become involved in our chamber in the Green Roundtable because I'm very interested on sustainable issues. Then you start meeting people that are closer and closer to what is it that you want to do. And those are the people that are going to help you and teach you to form your business and keep you in check.

**Tom:** I was waiting for that one word to come up. You just touched on it a second ago – sustainability. A major part of your business is sustainability and incorporating branding with sustainability. I was wondering if you can talk a little bit about that because sustainability is a topic that is— It's a very hot issue now. What are some ways that you incorporate sustainability into branding for a company or a product?

**Lisa:** Well, one of the ways starts at the core with a brand strategy. But then what we will work through in finding the brand strategy is incorporating sustainable practices. In having gotten certified in Green Supply Chain and purchasing practices helped clients kind of step through how can we "green up" our business. And it's not— it's just not, although I do believe you can do well in business by doing good, it is true sustainability in looking at environmental, social and economic responsible choices.

It is about, ultimately, does it work for the bottom line. And so, we have to look at green methods that make sense. It's going to save you money. It's going to save the consumer money. It's going to be more efficient from a production stand point. All those things looking at a customer's business, looking at who they do business with, and just making all of that fit into that sustainability model. And once we can kind of work through that, that becomes part of the brand strategy. That's who we are.



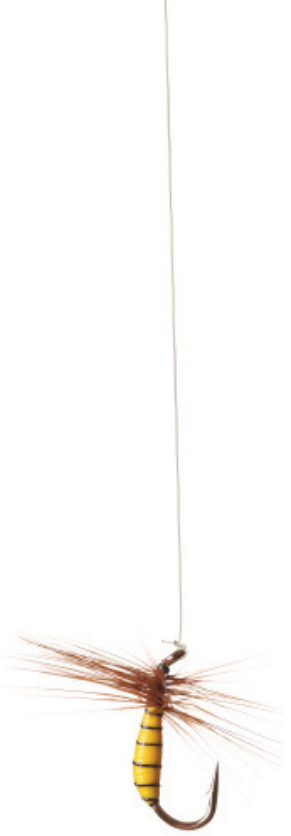
And I think going forward, the future of branding, the clients, the businesses, the companies, the products and services that are able to build that end will be sustainable brands. Consumers are more and more looking to companies that embrace all those things – environment and social responsibility. And so, I like to start at the core of that by helping clients step through that and then we move into creating the brand ID, the brand experience.

Once you've answered those and work through those fundamental sustainability issues, then it will become clear or clear—er. You have more clarity about where the next steps go. Yeah, I think it's important with all the issues that we see with the environment and out depleting resources and global warming that we all do what we can. But again, it has to make economic sense.

**Tom:** **Do you think every company can incorporate some aspects of sustainability into their brands or--- ?**

**Lisa:** Definitely. I think one of the biggest mistakes that – or not mistake, just maybe like a misperception – is that sustainability is just green practices. And really, true sustainability is also about social responsibility. So it's about what are you doing with your employees? What are you doing in the community? And it's about economics as well.

So I think there might be a lot of companies that are embracing some of those things already. So, if you can add any environmental component, I mean, you've got something that not only, will contribute to the bottom line but it's been proven that sustainability practices also deliver much more satisfaction to employees. They feel better about the companies that you work for, and Wal-Mart has been one of the biggest proponents of that.



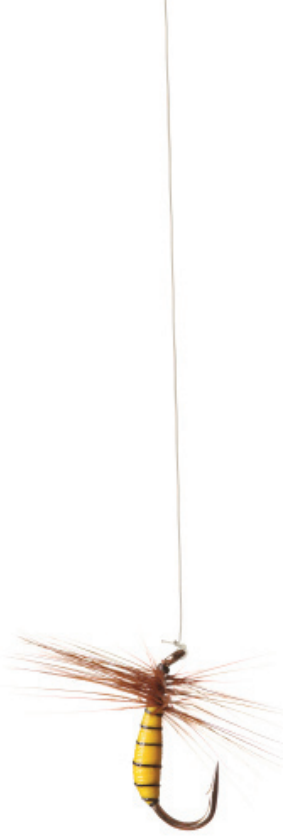
They created a personal sustainability projects, or PSPs, to help get their associates to understand what sustainability was. And that meant them taking on any kind of product or project that could be environmental. Like, "Gee if we turn out all the lights in the Coke machines, we're saving extra amount of money. We don't need the light on behind the display in the Coke machine in our employee break room." Or people deciding to quit smoking or losing weight.

All of those fit into that realm and so they have been very successful at kind of evangelizing sustainability.

**Tom:** For companies that want to incorporate sustainability into their branding practices, what are some things that you recommend? Should they begin by maybe just brainstorming ideas? Because there are a lot of things and stuff that you talked about there with Wal-Mart. It sounded like some of those may have come just as a result of some brainstorming sessions. They seemed pretty easy to incorporate as well.

**Lisa:** Yeah! Yeah, definitely. I mean, I think it's just sitting down and making it. A lot of companies have done it by creating a green team or a sustainability team. Something where there's a group of people that are passionate about it and start just brainstorming, "What can we do?" I think any company – really even if you're just an individual working from home – you can look at certain things that you can do.

I think it's probably always a good place to start with your purchasing. What are you buying? Where are you buying it from? Is it an environmentally friendly product? Is it recycled? Is it recyclable? If you're just working from home, have you changed your lightings to CFL? Do you turn off your monitor when you leave the office? Do you turn off your computer



when you leave the office? Do you turn off your lights?

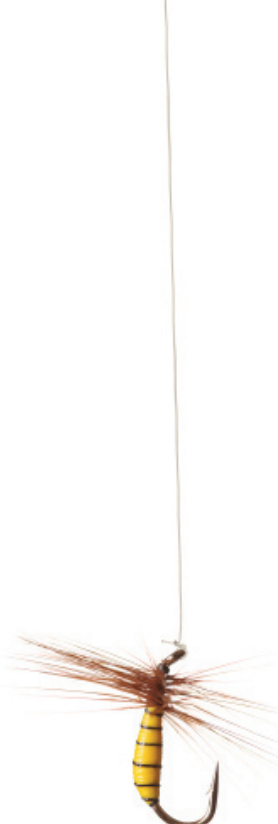
Small things all start to add up to make a difference. Do you recycle? Lots of things. Lots of companies start car pooling or they give people certain incentives for car pooling or buying green cars. Like you said, brainstorming, just starting that effort. It's going to get you one step closer.

You have to caution that people don't just take on one thing, like recycling, in their business and then start saying they're a green company. To be very responsible about it, we really need to kind of look at in a much more holistic manner – those things I talked about are a start. But I think if you really want to start marketing and touting yourself as a sustainable company, it really needs to be a much, much broader effort.

**Tom:** Can you give me some examples or maybe some stories of how you've helped companies strengthen their brand, especially incorporating some of these ideas with sustainability ideas into the brand?

**Lisa:** Well, we had a new – and probably they're just kind of finalizing – development company that had been kind of been in the realm of doing sustainable development, meaning that they incorporate as much green environmental friendly efforts as possible into their developments. They also factor in health and wellness, which is that social component.

They've been doing that since 2000, and they'd never really promoted that about themselves. So, when they came to Brain Lab, we sat down at the table with them and really analyzed the fundamental questions: "Who are you?", "What do you do?" and "Why does it matter?" And, out of that, we ended up really rewriting everything from a fundamental level about them, as well as changing or kind of rewriting

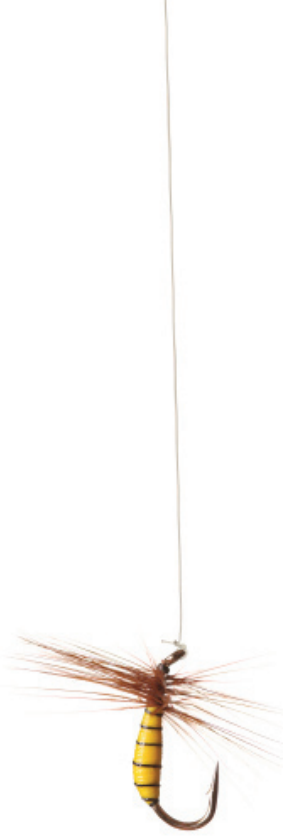


their corporate values, redoing their logo and rewriting their tagline. And the differences in between the way they marketed or portrayed themselves before and the way to do it now, it's just quite a shift.

But one of the problems that they faced at the beginning is that the founder, the president of that development company is a very bright man, but he has a hard time articulating to people the core, the core message, particularly to investors. And when he tells them the story about what it is they do, investors would be like, "Are you a nonprofit? Do you make some money at what you do?"

So one of the things that we took on was creating a piece specifically geared toward investors, to teach them about sustainability or teach them about the triple bottom line, and that yet sustainable development is profitable if you can go hand in hand. And the way that we passed it out there is we carried it out with an event that was going on locally, invited particular investors to not only that event, but to a round table to discuss green investment prior to the event, and then have them at the event. It was very successful for the company.

They've got much more attraction with the investors and the right type of investors. They've also gotten more credibility. Their peers believe they're more credible based on the work that's coming out now about who they say they are and what they are doing. We came out with a pretty strong statement, a pretty strong conceptual message in the piece and it's working for them. It's given them--- We don't have numbers as of yet because some of the stuff were still in process, but it's definitely making much more attraction with the people that they want to.



And as a result of all the work that we've done, we're also creating a corporate social responsibility report. That's part of the movement on sustainability is transparency in your dealings. What you do as a company and putting it out there and making it very well-known to the consumer or whoever that might be, or the investors, the homeowner.

But putting it out there, that's one of the big movements on sustainability. With all of the social media and blogging and websites, there's just so much information available to people that you almost have to do that. You have to be transparent because if you aren't, people are eventually going to find out anyway. If you are not doing what you say you're doing.

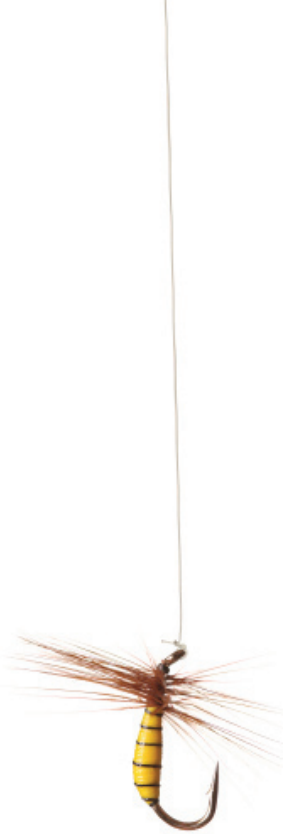
**Tom:** One of those ways to be transparent you touched on there is blogging. What were some of the other ones that you mentioned as well?

**Lisa:** In terms of companies being transparent?

**Tom:** Yes.

**Lisa:** I think one of big things that has come about in the industry is just reporting a CSR report or a corporate responsibility report. This is something like an annual report but it's less about financials and more about what you're doing in the sustainability realm – the economic, the environmental and the social aspects of sustainability. So, if you are a Gap, for instance, you're reporting on not only that you're buying organic cotton, but also that you're addressing human rights condition in the areas that you were outsourcing work to.

So I mean they do all those sorts of things and they talk about what they're doing, where they fell short, what they're going to do in the following years. You're pretty much laying it out all on the table.



**Tom:** How do they, if they create that kind of stuff, how do they make sure that their customers or the appropriate people that they want to see that, actually do see it?

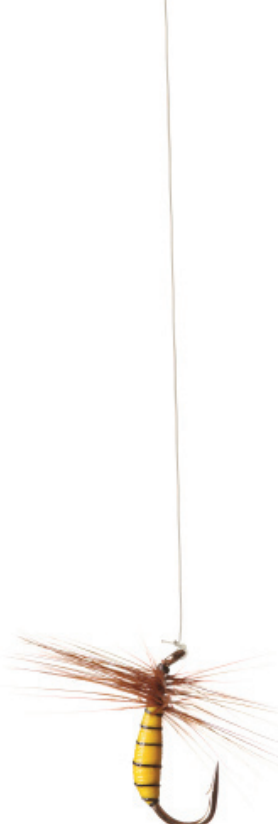
**Lisa:** It's all on their websites. I don't think it's normally something that they just keep in their store because, again, they are printing up hundreds of thousands of copy of those things wouldn't be environmentally responsible. I think that there's a certain shareholders who sees things who probably do get sent to in physical form.

There are still lots and lots of people who don't even know this kind of thing exists or aren't aware of sustainability issues. But it's there. It's there in their website and it's easily accessible. So if you are someone that's just looking around, you can find it.

**Tom:** Are there ways that companies can measure the strength of their brand?

**Lisa:** There are always surveys. With all the information that we can get capture online these days, you can certainly take a look at that. I mean they're using so many analytics these days off of websites and off of sales that people do online that I think that in of itself ends up being a measure of how well your brand is doing. And, certainly, sales is a fairly good measure of that.

I think as we go down the road, companies are going to be more involved with the social media that's out there and actually looking at what people are saying because people are out there talking about brands. I think it's going to be one, one way, probably one pretty important way of gauging how your brand is doing and getting it from a very real standpoint.



**Tom:** Do you have any recommendations and places where people would go, especially online, to find out if people are talking about their brand?

**Lisa:** I could not shoot anybody to a specific website because I think most people are doing that in blogs. So, certainly, some of the bigger blog sites like WordPress or blogspot, and you can probably go in there and just look for it.

I know on my own company blog I have talked about certain brands. And I know when I go out there and search for branding it will pull up things that I've discussed on specific brands. I think some of them were like ... Dove. I can't remember some of the others. But I think just being aware of the different blog sites that are out there and surfing them every now and again.

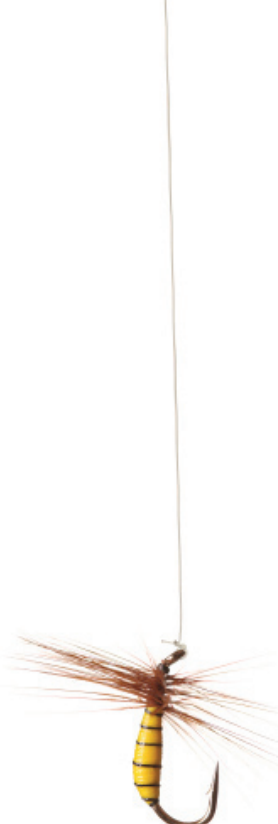
I don't know if you have ever just Googled yourself---

**Tom:** I think everybody – well, not everybody – but I think a lot of people Google themselves just to see what's going on out there.

**Lisa:** Sometimes you just Google your brand, and it might lead you to somebody finding out where or what somebody has to say about brand because I know those blog sites seem to get pretty high ranking in the search engines.

**Tom:** That's very true and they just seem to keep going. The popularity of blogs just keeps going up and up.

**Lisa:** Yeah.



Tom: Before, I guess when blogs first started, I think probably a lot of people viewed them as maybe they're like online diaries. But, as you touched on earlier, it's becoming more evident that blogs are being used more by people in the corporate world. Do you find other companies do underestimate the power of the blogging community and, if so, is that a mistake?

Lisa: I don't think the companies that are really "in the know" anymore discount bloggers because when they have, they've been bitten. So they pay attention to what bloggers have to say, whether that's on their own, whether that's a blogger on their own site or people posting comments to a company blog. And they can comment on something the CEO has said. But I think the companies are definitely appreciating more the power of the blogging community.

Tom: You just mentioned one thing about posting comments on websites. Is that a good way of trying to figure out how your customers view your brand?

Lisa: I think you can. You may run the risk, if you are sort of like feeding things, of upsetting people because you're sort of intruding on their space. So I would certainly say you can perhaps build the brand by posting comments on people's sites. But I think sometimes where people make mistakes in posting comments is that they post things and they really don't have anything to say.

If you're just an individual and you're just out surfing around on your own for the joy of it – for your own information – that's one thing. But if you're out posting comments as a business person, as part of an organization, or as part of your own company, I think you need to be very aware of making

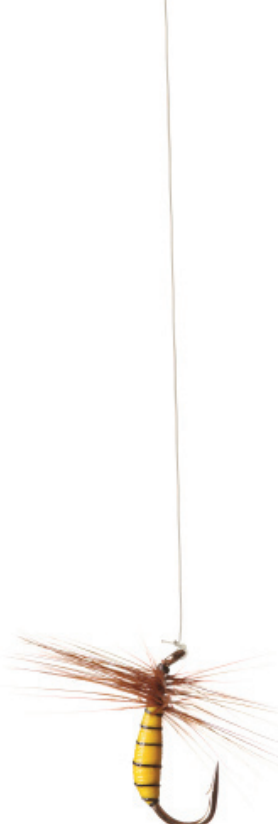
intelligent contributions to post. Something that will add value and make people take a second look at what it is you have to say.

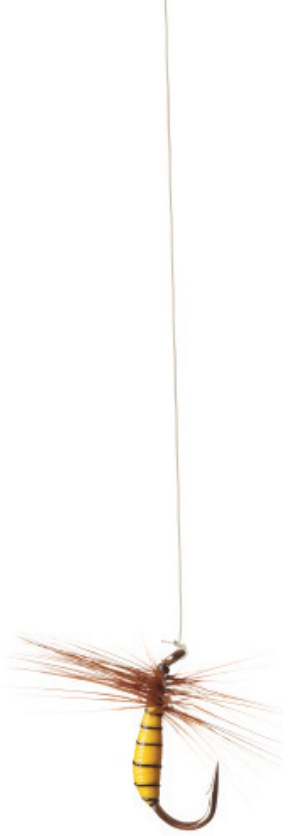
**Tom:** I think some of these things we've were talking about tend to go into the future of branding and you did touch on it a little bit earlier, but could you tell us a little bit more on some of the things that you see for the future of branding.

**Lisa:** I really think that clients, agencies, companies literally are going to embrace the fact that consumers are kind of demanding a stake in the brand. There's so much consumer-driven content that the masses are affecting brands. Companies can learn to use that to their advantage, but they have to be flexible and they have to become an active part of that conversation.

I see that the grassroots and viral approaches that are interactive experiences and are less about sales pitch are going to continue to be more and more important in the future. Brands are just going to have to be ready to evolve and reinvent as things are tried and maybe aren't all that popular or don't work. As a marketer from a standpoint of someone in my position, companies that don't fully embraced sustainability are going to be kind of behind the curveball. And it's a journey to get to ... sustainability and really doing as much as you can.

It's not just like you can jump in to that today and say, "We're there. We're done. That's all we're doing." It's a constant evolution and shifting and if you're not willing to jump in now, I think you're going to be really behind the times. It's definitely something here that is here to stay and, like I said earlier, a large part of this sustainability movement is about





transparency. It's about being open about what your brand does. I see that becoming more and more important and that consumers will demand that more and more as well.

The case and point for sustainability, green products and services are on higher demand than they ever were before. If a company like Wal-Mart --- They saw a 60% increase in the sale of its green products last year. So they're back at the table right now, looking at new green products that they can offer. If a retailer like Wal-Mart is seeing growth like that, you know that it's something that appeals to the masses. You know that it's something that is not just a fad for sure.

Because I think embracing those practices not only makes the company money, it saves money and it just contributes to the overall employee morale and satisfaction with their jobs. So, I think sustainability is going to be a part of the future, more interactive types of things – viral, grassroots – that contribute to the brand experience and companies being a part of all that stuff that's happening out there. Online, social media and blogging sites, taking an active role – that is definitely all going to be a part of the future.

**Tom:** Well, you have given some great information, some very valuable stuff that I think people can take back to their businesses and start using immediately or at least generate some new ideas for their business. I have a feeling there maybe some people who have some additional questions that maybe I haven't answered. Could you tell us how people can get a hold on you and where they can find you?

**Lisa:** Yeah, definitely. They can always check out the website. It's brain-lab.com. Or, they can email me at [lisa@brain-lab.com](mailto:lisa@brain-lab.com). You can also access our blog through the website.

Tom: There we go. For anybody who does have additional information, I encourage you to contact Lisa. Lisa, I thank you for the time and I appreciate all the information.

Lisa: Thanks, I appreciate it.



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