

# UNIQUE PROMISE OF VALUE

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TO BUILD YOUR BRAND TO FINANCIAL SUCCESS



## ONE CREATIVE HOUSE

*The Unique Promise of Value approach is a methodology developed to bring clarity to your brand's communication. The process will ensure consistency of message across all media channels to achieve financial success.*

# What is Your Unique Promise of Value?

*Your brand is the product, service or entertainment your company sells and distributes. Your company's financial strength is directly determined by the strength of your brand and your brand's strength is determined by how your Unique Promise of Value is conveyed and accepted by your customers. Their perception of your brand's value directly represents the financial value of your company.*

So the obvious is true. You build your brand to achieve financial success. And that is always the reason for building your unique promise of value.

Leadership for a global audience is the way a company must think. One Creative House representatives have worked with many top brands in the world and we have learned that in order for a brand to be successful, it can no longer simply describe products or services as being “the best.” The best is expected. Your brand must connect with the customer on a personal level – blending the values associated with the concepts of the Unique Promise of Value into the many ways your brand expresses itself and speaks with customers.

How will your brand meet the customer's needs? Does your brand have charisma? Will your customers, suppliers, partners and consumers follow you? Do they trust your promise and feel loyalty toward your brand? In your brand's heartbeat, is there focus toward the one clear Unique Promise of Value?

Through experience, One Creative House has developed the Unique Promise of Value methodology. The Unique Promise of Value approach helps companies define and develop the leadership communication for their brands and the appropriate actions necessary for successful, profitable results.

Brand content is commerce.

# Why the Unique Promise of Value?

*There is creative logic in every step toward building your brand's Unique Promise of Value.*

The Process is a methodology developed to clarify a brand's communication process in order to achieve financial results. This holistic attitude embraces new technology and marketing methods to clearly communicate leadership for your brand, while utilizing your financial resources in the most efficient and effective manner.

A brand cannot communicate its Unique Promise of Value without solid financial planning to achieve its goals.

Many companies budget their financial planning without any concern about the brand's Unique Promise of Value. If a company does not have clarity in its leadership promise, how can it determine where to place its budgetary resources? Clear and concise communication is the first step to achieving financial success. So the communication process must be taken seriously and it must be right. A lack of clear and concise communication results in a dilution of the brand's financial results.

## THE UNIQUE PROMISE OF VALUE IS A 5 STEP APPROACH:

ONLINE BRAND ATTITUDE SURVEY WITH MANAGEMENT TEAM (10 QUESTIONS)

IDENTIFY YOUR UNIQUE PROMISE OF VALUE FROM THE SURVEY

DEFINE YOUR UNIQUE PROMISE OF VALUE

BUILD YOUR NEW UNIQUE PROMISE OF VALUE

COMMUNICATE YOUR UNIQUE PROMISE OF VALUE

# STEP 1: Online Brand Attitude Survey.

*How you communicate determines how much money you make.*

**S**TEP 1 is to clearly identify, through a confidential 10 question survey process, your brand's current value and communication with management.

In this step, it is important that the participants are able to answer the questions freely and openly to get the true state of your brand attitude. That is why it is important to have One Creative House analyze the answers and give a recommendation from the totality of the brand attitude survey.

Uncovering your Unique Promise of Value is not a complicated process. All the ingredients are within your organization. However, you will find that the members of your team will have different opinions and answers on the strengths and weakness of your brand depending on their specific areas of responsibility. Nevertheless, there has to be an honest, dispassionate and rigorous search to examine your brand's passion, energy and state of mind. It is an examination of how you bring your unique attributes and vision to existing customers and prospects.

It is said that it takes a strong company to be honest with itself and to clearly understand its strengths and weaknesses. Self-examination is essential to successful communication and brand leadership. Too often, top management listens to presentations from marketing companies that do not understand your brand attitude and business. They are only trying to sell you a campaign or marketing promotion.

THE UNIQUE PROMISE OF VALUE IS A LONG-TERM COMMITMENT TO A CONSISTENT STRATEGY THAT WILL ACHIEVE FINANCIAL SUCCESS.

At the end of this fact-finding exercise, you will clearly understand your company's internal communication and perception of your brand. And now good communication decisions can be made.

Your brand is your unique promise of value.

## STEP 2: Identify your Unique Promise of Value.

**I**n STEP 2 One Creative House will closely analyze and examine your company's brand attitude. This examination centers on the brand promise and not on the product. Promise-centric communication focuses on how your product or service makes customers successful or enhances their lives in a vital way.

A company must identify its brand's core promise. Clear data provides a basis for offensive planning, which is the most effective approach to finding your Unique Promise of Value, and shifting from being product-centric communication to promise-centric communication.

In a product-centric environment, when you add features to your products or service, competitors can unilaterally match those features. Price, service and performance features are easily copied.

Good products and services are only an admission ticket in today's marketplace; they carry no guarantee of success. On the other hand, Unique Promise of Value communication is the one thing your competitors cannot match. One of the strongest words in promise-centric communication is "original" because other companies cannot match being the first product or service in a category. Consumers want to follow the original if that company keeps the brand

energy with a charismatic attitude. No two companies are alike, even for those that are in the same industry, selling similar products.

Planning moves you toward success based upon your brand's strengths. Every brand must develop effective offensive and defensive strategies. Along with the massive changes in technology and communications has come the advancement in the strategic understanding of the need to control and manage the flow of communication. Part of offensive communication planning is identifying appropriate media platforms to meet your objectives.

Companies have to be smart with their financial resources for brand development. The communication must be clear and concise so the marketing dollars are allocated and used efficiently. We are constantly surprised at the number of companies who are arbitrarily spending brand marketing budgets with no real focus on their long term Unique Promise of Value.

## STEP 3: Defining your Unique Promise of Value.

**S**TEP 3 is to work with your team to articulate the Unique Promise of Value that defines your brand's culture and will take your brand to financial success.

Your brand's passion, energy and state of mind are the ingredients that make up your Unique Promise of Value that you bring to customers and prospects. No other company possesses these exact characteristics and attributes. It is a promise of leadership that is personal to your company, brands and customers; it will help to make your customers successful and they will become emotional toward your brand, and only you delivered it.

In Step 1, we conducted a rigorous examination of the elements that make up your vision's uniqueness and examined the methods of how customers can gain trust through genuine human experiences. In Step 2, we assessed the results of that examination and identify your brand's core promise, or promises, and human experiences that can help customers gain trust in your promise. Armed with this data, we also were able to measure your

brand's real passion, energy and state of mind. Taking an offensive planning approach, we played some "what if" games. Here is step 3; it is time to make a decision and to remember that a unique promise of value is not a description of services.

It is a promise of leadership and a vision that has the ability to make your customers more successful.

"YOU HAVE ACHIEVED EXCELLENCE AS A LEADER WHEN PEOPLE FOLLOW YOU EVERYWHERE, IF ONLY OUT OF CURIOSITY." COLIN POWELL

Your Unique Promise of Value will be emotional and charismatic, as well as successful in cutting through the marketing clutter that is so prevalent in your industry and today's marketplace. Your brand's Unique Promise of Value will reach your customers on a personal level with strength through humility, simplicity and clarity.

**M**ore than likely, at this point, we have found that your brand has a number of options regarding its Unique Promise of Value. Your selection is very important because, in the end, it will financially impact your company. Whatever unique promise you choose, make sure that your brand is naturally moving toward achieving the promise and thriving in this way. Is the brand's culture and state of mind on the move to one common Unique Promise of Value? Does the whole organization communicate the same passion and energy?

A Unique Promise of Value should have structure and guidelines for everything associated with the image, media and copywriting for your new Unique Promise of Value. The visual senses on how you communicate your Unique Promise of Value are just as powerful as the words written to tell the brand story.

Colors have specific meanings and are very powerful in communicating messages to the customer or consumers. Red, blue, green all have different meanings to the consumer so make sure the colors you choose match your Unique Promise of Value. And the style of fonts in a trademark determines how strong that image is received by the customer or consumer.

“A LEADER IS ONE WHO KNOWS THE WAY, GOES THE WAY, AND SHOWS THE WAY.”

JOHN C. MAXWELL

A Unique Promise of Value can be delivered in many ways and many formats. It is important that the brand team and everyone associated with the brand understands the rules and guidelines to constantly move toward achieving the promised communication.

# Apple Builds a Brand with a Promise.

## THINK DIFFERENT.

Apple serves as an excellent example of a brand with a good and trustworthy Unique Promise of Value. When Steve Jobs took back control of Apple his team developed the Unique Promise of Value “Think Different.” And with clear communication in telling the Apple story, a new culture and successful financial results were delivered.

This Unique Promise of Value became part of the culture for Apple. The Unique Promise of Value changed the brand attitude of the total company and customers. All areas of Apple changed as product designers, specialists, manufacturing, developers and marketing communication all took the challenge to “Think Different.”

In communicating its vision, Apple treated its Unique Promise of Value like a living idea that thrived as its people at all levels and in all sectors committed and collectively contributed to its care.

A brand and its managers must all exhibit commitment and a certain mental toughness that are always inspired by the original vision of its Unique Promise of Value. That

vision is to keep the promise alive and healthy. Such a vision must continually be inspired in every employee and every member of the marketing team and sales force.

When every unit becomes centered on your Unique Promise of Value and stays centered on it, you have formed a leadership mentality. You will be able to attract and retain customers. You will have a better platform for launching new products. And you will have better relationships with your channel partners.

Finally, your employees will be more satisfied and top talent will want to work for your brand.

The Unique Promise of Value will become the culture of your brand because it is derived from the essence of who you are as an organization. What the Unique Promise of Value does is give your brand charisma. And people will follow your brand leadership versus your brand always trying to hard sell the customer.



## STEP 4: Building your Unique Promise of Value.

There should be creative logic and consistent communication in everything you do to support and nurture your Unique Promise of Value. It is important to build your brand's net worth and not to have your brand communication just make noise.

It is now time to write a full and comprehensive financial and communication plan.

There are two major constituencies making up the majority of the target audience: employees and customers. Your employees displaying an understanding and commitment to the company's Unique Promise of Value is critical to the execution of the plan and the effectiveness of any external communication campaigns. Ultimately your employees will execute the plan through the understanding of the Unique Promise of Value and its vision.

Your Unique Promise of Value document is the critical piece that they need to read and understand because you may need to adjust certain policies to ensure the integrity of the Unique Promise of Value.

Externally, you have customers, shareholders, vendors, suppliers, governments and, of course, the public at large. Your Unique Promise of Value will provide your

customers and consumers a clear vision of how you will make them successful. This process will help lead them to success verses the hard selling of features and benefits.

It is an exciting time in the communication world. There are many communication tools that can be used to tell your story. But they are just tools to carry the Unique Promise of Value message. Is your brand building net worth or is it just using these communication tools to make noise. Content is still commerce no matter what tool you use.

The Unique Promise of Value affirms your vision and mission, drives transformational initiative, issues a call to action, reinforces your capabilities, underscores your brand's strengths, creates an environment where motivation can flourish, and promotes your products and services by affirming the link to your vision.

At the end of step 4 your brand will have a detailed document that will outline your Unique Promise of Value vision and leadership strategy. Everyone in the organization will have the guidelines for successful results. And this strategy should be a long-term commitment of approximately 10 years.

# STEP 5: Communicate your Unique Promise of Value.

IN STEP 5, WE EXECUTE THE PLAN.

**W**hen does the communication begin? It begins at the moment of decision and continues throughout the entire creation and delivery process.

Great communication is inspired by strong beliefs and inspired by a clear vision. Steps 1-4 guided us through the creative and intellectual process needed to reach this point.

“BE THE CHANGE THAT YOU WISH TO SEE IN THE WORLD.” GANDHI

It is now time to tell your Unique Promise of Value story.

Once again, the core purpose of your Unique Promise of Value is to achieve financial success through clear communication. This clear communication will help your organization know where to invest its resources and time to achieve successful results using the Unique Promise of Value approach.

The traditional is no longer memorable. Describing a brand, product or service has accelerated far beyond mere words, becoming largely a visually driven, interactive and entertainment experience aimed at enticing consumers.

Attention spans have shortened while the options for information input have proliferated. A company cannot simply deliver a message. They need to craft their Unique Promise of Value and deliver the message that captures and holds the consumers' attention. A combination of audio, video, images, 2D animation, 3D animation, and motion graphics can be used to accomplish this feat. One Creative House can help you produce media

“WE LIVE A MEDIA-CENTRIC SOCIETY AND THE UNIQUE PROMISE OF VALUE ENSURES CONSISTANT COMMUNICATION.” KEL SMITH

that will grab your customers' attention, deliver your company's message in an efficient manner, and persuade your customers to take action.

It is now time to execute the plan for financial results. This will require a consistency and dedication to your message across all lines of communication. Because it becomes the culture of your brand, it will not change and, over time, it will grow with energy and passion with successful results.

# Brand Vision and Leadership

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The charge for any decision maker for brand development is vision and leadership. Communication is your tool to financial success. The Unique Promise

of Value is the method of communication to get you there. Executed effectively, the process achieves increased focus and clarity of purpose for the entire organization on three levels.

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- 1 STRATEGICALLY, THE UNIQUE PROMISE OF VALUE NOT ONLY DIRECTS YOUR CLIENT COMMUNICATIONS, BUT IT ALSO MAKES THE DEVELOPMENT OF COMPLEMENTARY STRATEGIES A SIMPLE PROCESS AS THE ORGANIZATION ATTEMPTS TO ADD FURTHER WAYS TO DEMONSTRATE COMMITMENT TO THE UNIQUE PROMISE.
  - 2 OPERATIONALLY, YOUR MANAGERS BEGIN TO UNDERSTAND WHAT PROCESSES AND WORKFLOWS FACILITATE THE PROMISE AND WHICH ONES HAVE BECOME OBSTACLES TO THE DIFFERENTIATION OF YOUR UNIQUE PROMISE OF VALUE.
  - 3 ON A TRANSACTIONAL BASIS, YOUR PEOPLE BEGIN TO UNDERSTAND HOW IMPORTANT EACH INTERACTION WITH THE CUSTOMER IS FOR THE UNIQUE PROMISE OF VALUE TO LIVE. EXPECTATIONS BECOME CRYSTAL CLEAR. AS A RESULT, YOU REALIZE THAT THE UNIQUE PROMISE OF VALUE HAS TRANSFORMED THE CULTURE OF YOUR COMPANY.
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What is your brand's Unique Promise of Value? If you cannot clearly answer that question, we can help. Because the One Creative House goal is to use clear brand communication to help our friends in business make money.

How you communicate determines how much money you make.

# Why One Creative House?

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**T**heir team brings top shelf marketing and marketing management to our company. Coming from different industries as they did- they were able to quickly understand our business model. And, they were able to help us craft an efficient and affordable way to communicate what we do and how we bring value to our customers.

*Alan Bridges*

**A**lthough everyone now has the access to the communication tools, without the experience of success, the talent of creativity and an atmosphere of innovation, the finished product will always be flat instead of three dimensional.

There will always be a difference between the music produced by an untrained player of a piano and an experienced pianist. In the same way, I believe new communication tools and changing markets will always produce a “richer sound” in the hand of experts.

I could feel that expertise and confidence as I spoke with each member of One Creative House.

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*Bill Moore*

# Brand Work Experience?

CREATIVE DESIGN

INTERACTIVE MARKETING

PRODUCT DESIGN

E-LEARNING

SPORTS MARKETING

E-COMMERCE

MARKETING

3D ANIMATION

BRAND ENTERTAINMENT

SHORT FILM

MOTION GRAPHICS

WEB DESIGN

MOBILE MARKETING

WEB DEVELOPMENT

SEO

CONTENT WRITING

APP DEVELOPMENT

PUBLISHING

ADVERTISING

VIDEO PRODUCTION

BUSINESS MEDIA

PACKAGE DESIGN

MUSIC

PHOTOGRAPHY

MEDIA BUYING

SALES LITERATURE

DIGITAL PROMOTIONS

SOCIAL MEDIA

INTERNET MARKETING

## ONE CREATIVE HOUSE

910 Lake Park Dr.

Suite 202

PO Box 2461

Davidson, North Carolina

704-491-0366

[www.onecreativehouse.com](http://www.onecreativehouse.com)

[Kelly.Smith@onecreativehouse.com](mailto:Kelly.Smith@onecreativehouse.com)



**KELLY SMITH** has four decades of brand experience including executive positions with General Electric, PepsiCo, Pepsi Cola and Cadbury Beverages. His professional accomplishments include becoming a member of PepsiCo's prestigious President's Club. Kelly has played key, creative roles on some of the most iconic marketing campaigns in the world such as the Pepsi Challenge and Michael Jackson commercials. In 2000 he became the founding partner for One Creative House where he continues to construct creative brands to help companies – large and small – build their brands to financial success.

You can contact Kelly at [Kelly.Smith@onecreativehouse.com](mailto:Kelly.Smith@onecreativehouse.com) for further information on the Unique Promise of Value methodology.

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**SERENA APOSTAL**, *Creative Design Director* has over 15 years in the visual communications industry. Her expertise includes graphic design, illustration, photography, and video production. With a BFA from UNCC in illustration and design, she has developed skills to work with companies such as Ernst & Young LLC, The Wachovia Championship, and Compass Group. Serena thrives on new ideas, innovative design, and problem solving. Design is not only her career, it's also her hobby.



#### ONE CREATIVE HOUSE MISSION

*One Creative House will help develop brands with creative communication, entertainment, music, internet publishing and brand-attitude aimed at formulating a positive force in the world. These positive ideas and creative energy will lead to consistent commerce and profitable results for our friend in business.*

**JIM HENDERSON** has spent the last 20 years producing media. He has produced video and audio, written music, created 3D animation and designed motion graphics. He has built interactive Flash applications and created websites for companies such as: Disney, GE, NASA, Siemens, AT&T, Verizon, HP and Honda. The ever-changing landscape in media production has led Jim to continually refine his skill set and learn new technologies. Today, Jim continues to produce media as well as teach the craft of 3D animation to the next generation of producers. He always enjoys making a person laugh and has a passion for physically challenging outdoor activities.



**BRUCE ROBB** has been a script writer and a commercial copy writer for 23 years. His scripts in Children's Television have won awards and been broadcast on networks such as ABC, NBC, CBS, Fox Family, Showtime, HBO Family and PBS, to name a few. As a copy writer, he has helped bring athletes and brands together, designing commercial campaigns for TSN, Canada's ESPN. He helped develop and wrote on one of the first Webisode series, "Gemma", for the 2007 Women's World Cup of Soccer. Shifting gears, he worked as Senior Writer at the popular kids website "Webkinz", designing games and e-publishing books, and was Creative Lead for Arbopals.com, a children's website startup that promoted tree planting around the world. He is currently creating story lines for educational software to be used in Canadian elementary schools. Music is a passion, helping to promote the sound of the long lost genre of Prog Rock.



**JEFF HAWKINS** is a former award-winning sportswriter whose career was highlighted by covering the NFL's Carolina Panthers and NHL's Chicago Blackhawks. Among his eight career writing awards, Hawkins was named Associated Press Sports Editors' (APSE) No. 1 columnist for Class C newspapers in 2005. Hawkins also has written three sports books and a full-length screenplay. Hawkins is married and enjoys raising his young son.

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**ADAM WEBSTER.** A veteran of the Marine Corps, Webster brings vision, strength and discipline to each project he is assigned. Armed with a BS in Computer Science, Webster has designed websites and application development since 1997. Webster's ability to adapt and overcome aids his process automation. He has endured the training and gained the ability to streamline his projects to an efficient outcome, getting more done in less time with fewer resources. Webster's career is highlighted by the websites and applications he developed for NASA, Rudolph/Libbe, Inc., Wachovia, Wells Fargo, multiple driver and team sites within the NASCAR Sprint Cup and Nationwide series, Five Oaks Capital Partners, Crown Crafts, Inc.

