



**Innobranding** /*inobrandiŋ*/ access to a  
Powerful Image & Company's Inner Power >  
Increased value and access to all its resources  
> internal & external loyalty > profitability,  
rentability, viability to your business

**Innobranding** empowers the main components of your brand – the branding actions & the human resources – aligning them with the mission, vision and values of your business.

**Innobranding** interconnects your brand to your people and turns them into transformational agents acting further.

**Innobranding** approaches your brand holistically, taking into consideration all the brand communicators – people, the members of the company as well as its partners & brand communications materials and projects – offering the solutions to create or reinforce your brand in a way that increases your market awareness and profit.

### WHAT YOU GET

#### **Power**

A company with strong inner power, with loyal employees empowered to transform your other publics

#### **Precious & Strong Image**

An integrated communication on all levels and in all the media increasing/creating a positive brand awareness.

#### **Completeness**

The vision and the mission of the company are expressed in your employees' behavior as well as in all communications actions.

#### **Efficiency**

A powerful brand which ensures Profitability, Rentability, Viability to your business.

### MILESTONES OF BRANDING

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Age of the The Product - the value of the brand was **defined** by the product itself. The product had the ultimate power in a mass market.

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Age of The Consumer – the value of the brand is **refined** by the consumer. The client is the king, a powerful brand is the one that reaches the consumers' mind and heart. This age seems to come to an end, also.

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Age of Values – the value of the brand is **fulfilled** by a holistic approach of the human spirit. A powerful brand resonates with consumers as TOTAL human beings – mind, heart, spirit, vital energies. At present, consumers search more than functional and emotional satisfaction. They search fulfillment of the human spirit through products and services they choose.

Nowadays, the **humanocentric approach** and **the responsibility** of brands are the major **keys to the profitability of companies**.

**Valuable Companies** are not autonomous and solitary operators in a market, they are part of a net of **loyal partners** – employees, suppliers, distributors, dealers etc. If the companies carefully chooses its partners and their aims are harmonized, together they may become an important competitor in the market. To reach this objective, the company and its partners have to share the same mission and vision and to believe in the same values.

**Innobranding** offers **an integrated formula to increase the profit** of the companies by creating superior values for its clients, partners and employees, by considering them as a strategical starting point, and approaching them as total & powerful human beings."

Innobranding is a Sympas - Genium product.