



What's the story?

Branding client relationships.

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Agenda

Overview

- Why brand client relationships?
- What is branding client relationships?

Getting to the story: a timeline.

Getting to the story: the process.

- Step 1: Get the back story.
- Step 2: Develop the initial concepts.
- Step 3: Refine. Review. Repeat.
- Step 4: The final concept... and the end of the process.

Special topics

- Telling the story with pictures: San San Lee & Alan Javate
- Born to lead. The Turner Roach story: Turner Roach
- Living the brand: Nancy Laughlin