

# eye on Branding

A fundamental aspect of Eye Integrated Communications' approach to brand building is developing what we call a "narrative branding" strategy for our clients.

## What Is Narrative Branding?

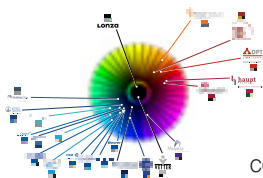
Narrative branding is an approach that helps our clients build emotional connections with their audiences. Storytelling is universal to the human experience, and narrative branding is a form of storytelling. Like people, brands also have stories to tell. By identifying a brand's story – its culture, purpose, and meaning – we can help our clients best communicate key messages to their audiences and give purpose and meaning to their brand.

Eye Integrated creates a brand narrative by understanding the brand's key messages, emotional rewards, brand position, and promise. To discover these elements of the brand, we engage in a rigorous process—scalable for both big and small companies—that involves research, a competitive review, and an on-site brand workshop.

### Research

Our research process includes an in-depth customer survey, which identifies the strengths and weaknesses within the industry, as well as key customer concerns specific to our client. We have discussions with the executive team and key personnel about the company, and conduct tours of company sites. We also engage in comprehensive external research to learn as much as possible about our client's industry.

### Competitive Review



Next, we perform a thorough competitive review, collecting corporate identity systems of various competitors and analyzing the colors, themes, fonts, motifs, graphic standards, and key messages used. This review is invaluable in creating a corporate identity system that's as unique as your company.

### Brand Workshop

Finally, we facilitate an on-site brand workshop. We invite top management and key personnel to become ambassadors for the brand by participating in a joint two-day session where we develop the brand characteristics, key messages, positioning, and promise. From these, Eye Integrated assembles a comprehensive brand strategy and rollout plan.



*The following is just a sample of Eye Integrated's branding work across a range of services. To see more, visit the Portfolio section of our website, [www.eyedidit.com](http://www.eyedidit.com).*



### Corporate Identity

In 2008, Patheon reaffirmed their commitment to their customer base by focusing on creating a consistent customer experience. As a company built primarily through acquisitions, with multiple iterations of past identities, their first step was aligning their corporate image. Our solution was a mark that illustrates Patheon's ability to provide solutions for customers' manufacturing and development challenges. The "P" mark communicates a continuous path of service for all of Patheon's customers, while the green color sets Patheon apart from other companies, as our research indicated that green has historically not been used by other competitors in their industry.



### Advertising

What do you do when your town is most famous for being the hometown of a bloodthirsty pirate? Use it! We developed this humorous yet visually compelling campaign to help the town of Bath, North Carolina, announce the celebrations and activities marking their 300th anniversary. Along with billboards and print ads, we also created a poster that was so well-regarded that many copies were stolen as soon as they were displayed, and are now collector's items!



### Web Development

One of the most important steps of any branding initiative—for example, the extensive rebranding effort Eye has directed for Patheon—is the creation of a style guide to help manage proper usage. Eye Integrated has developed a patent-pending online style guide system called Brand Central, which can be integrated into any existing client server system. Dynamically and organically designed, Brand Central can grow and evolve over time in ways that static style guide manuals can't.



### Collateral Materials

For the year-long 50th anniversary celebration at Pitt County Memorial Hospital, Eye Integrated developed a truly staggering number of projects, including a poster series, displays, three monuments, hundreds of gifts and promotional items, invitations, a historical website, a video presentation, and much more. By celebrating the past while looking to the future, Eye Integrated's contributions were a big part of making the massive event a success.

*To find out more about these and other Eye Integrated projects, visit [www.eyedidit.com/portfolio](http://www.eyedidit.com/portfolio)*

*To discuss what Eye can do for your business, contact Gray Hines at 252 353 0722.*