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BlendedThinking

On Strategy, On Brand



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As Blended Thinking's Principal and Founder, it's my pleasure to welcome you to "The Blend!"

This periodic communication is intended to share the world as I see it, as I move around in it - the world through a Branding Guy's eyes.

Through my interactions with the good, the bad, and the ugly of branding, I hope to extract some nuggets that will help you stay "on strategy and on brand" with your own endeavors.

And from time to time, as with this issue, I will share work we have done for a client, including some behind the scenes perspective.

Enjoy and I hope you find value in "The Blend."

Case Study: C.E.O. Women



Multiple Stakeholders But One Brand Essence

While on its Board of Directors, I undertook the challenge of re-branding the non-profit organization, C.E.O. Women (Creating Economic Opportunities for Women), which had long ago outgrown an identity that failed to fully reflect the brand's promise of "empowerment" for immigrant and refugee women. It needed to move from imagery of its clients' past to imagery reflecting their present and yet to be realized future.

Needing to ensure that multiple and disparate stakeholders were heard and represented in the re-branding process, without the negative effects of "committee think" that can occur under such circumstances, we first conducted an orientation for the extended Board and Advisory Group to create a common background regarding Brands and Branding, and what the process to re-brand C.E.O. Women would entail. The Blended Thinking team then crafted a comprehensive Brand Brief to capture the essential elements and language needed to create from. I facilitated a lively work session at the company's strategic retreat, as a blended team of executives, students, staff, and agency wrestled with the language that best represented everything C.E.O Women stands for from multiple viewer perspectives.

Words like "haven," while accurate in its dictionary definition for the community of support and safety the women value in the organization, were polarizing in the interpretations held by various team members.

Blended Thinking prides itself in its use of language to define a brand linguistically before bringing it to life graphically, in any application.

With an approved Brand Brief and a collectively satisfied team, we then explored a wide range of unique options to bring the brand's

essence of "empowerment" to life in clear, concise and compelling logos / identities.

The new identity (above) is currently being implemented and is warmly embraced by all parties. It reflects that as micro-enterprise owners, C.E.O. Women's clients are just that – CEO's but perhaps less formal, hence the lower case letters. The fresh look and feel reflects the women's new start, while the intertwined "C" and "W" alludes to the community and connection the organization and its staff works so hard to foster, and which is so valued by its clients.

If you're not familiar with the phenomenal work of C.E.O. Women and its mission, I invite you to visit them at www.ceowomen.org.

More case studies ...

Magnetic Brands Improve Business Performance

Blended Thinking creates magnetic brands that improve the performance of your business.

Magnetic brands are more effective and more efficient at capturing and retaining the customers you want!



Do you know a brand that needs more magnetism?

Need a Speaker?

"WHY YOU? Crafting Powerful Stories to Capture the Customers You Want!"

Tom Holownia blends his success in branding for Fortune 500 companies with insights from world-renowned author, leader and motivational speaker, Tom Peters to demonstrate how organizations, groups, and individuals can discover their story, comfortably own and carry it with them, and use it to create a lasting impression of value for their customers.

With his engaging and entertaining style, Tom will share:

CASCADING - responding to the dreaded question "So, what do you do?"

ASSOCIATION - digging deep for richer language that truly describes who you are.

DIFFERENTIATION - the difference between "what" you do and "how" you do it.

And much more!

"I especially liked [Tom] Holownia's 'Game,' where participants tried to answer the cascading questions, and his pointed inquiries that helped them drill down to their core message. Nice!"

Cathy Chatfield , CC-Tnewsblog, "Why You?" Attendee

More...

"Ten Ways to Stay on Strategy and On Brand"

by Tom Holownia

- 1. Your positioning in the market must be: Relevant, Credible, Differentiated, and Sustainable.**
- 2. Effective messaging is: Clear, Concise, Compelling, and Consistent.**
- 3. Develop a Brand Brief / Summary ...**

More...

"What Every Creative Wants You To Know"

by Tom Holownia

Clearly Define the Objective

Creatives want a clearly defined objective to apply their talents and energy toward. A clearly defined creative brief and focused set of objectives set the foundation for successful and effective linguistic and graphic communication.

"I'll know it when I see it" is not a brand idea.

Creative / Design is not a tool to reveal a strategy. Creative / Design is used to articulate a concise idea for a specific result. A Creative will show it when they hear it!

More...

Testimonials

Read what clients and partners say about Tom Holownia and Blended Thinking!

"Tom is one of those marketing and branding professionals who just gets it. He has an uncanny knack of knowing right where we are coming from, which makes the client's job so much easier. Despite the complexity of our delipidation technology, Tom knew what we needed and guided his team to deliver it for us. Just a pleasure to work with."

Dale Richardson, VP Business Development, Lipid Sciences

More...

Please share "The Blend" with your colleagues and friends, and, if you wish, use the content in your own communications with proper attribution.

Best regards,



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