

# THE BRAND ESTABLISHMENT

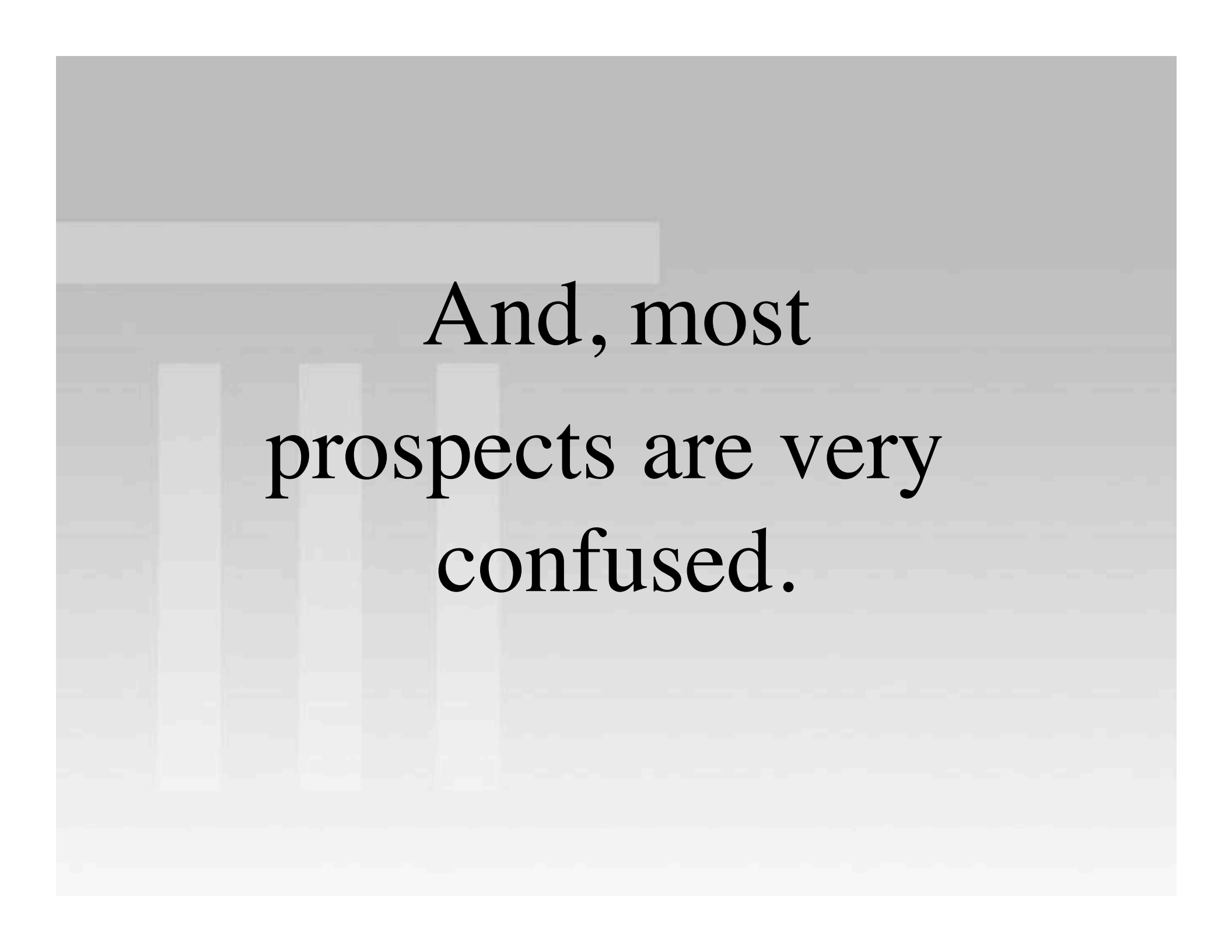




Most agencies claim to  
be branding experts.



Most agencies have a  
branding process.



And, most  
prospects are very  
confused.



The background of the slide features a faint, grayscale image of a classical building with several tall columns. The image is semi-transparent, allowing the text to be clearly visible over it.

What's this all led to?

Brand is the most  
oversold yet least  
understood word in  
marketing today.

*Commoditization –*

Everyone has a  
Brand-O-Matic 2000

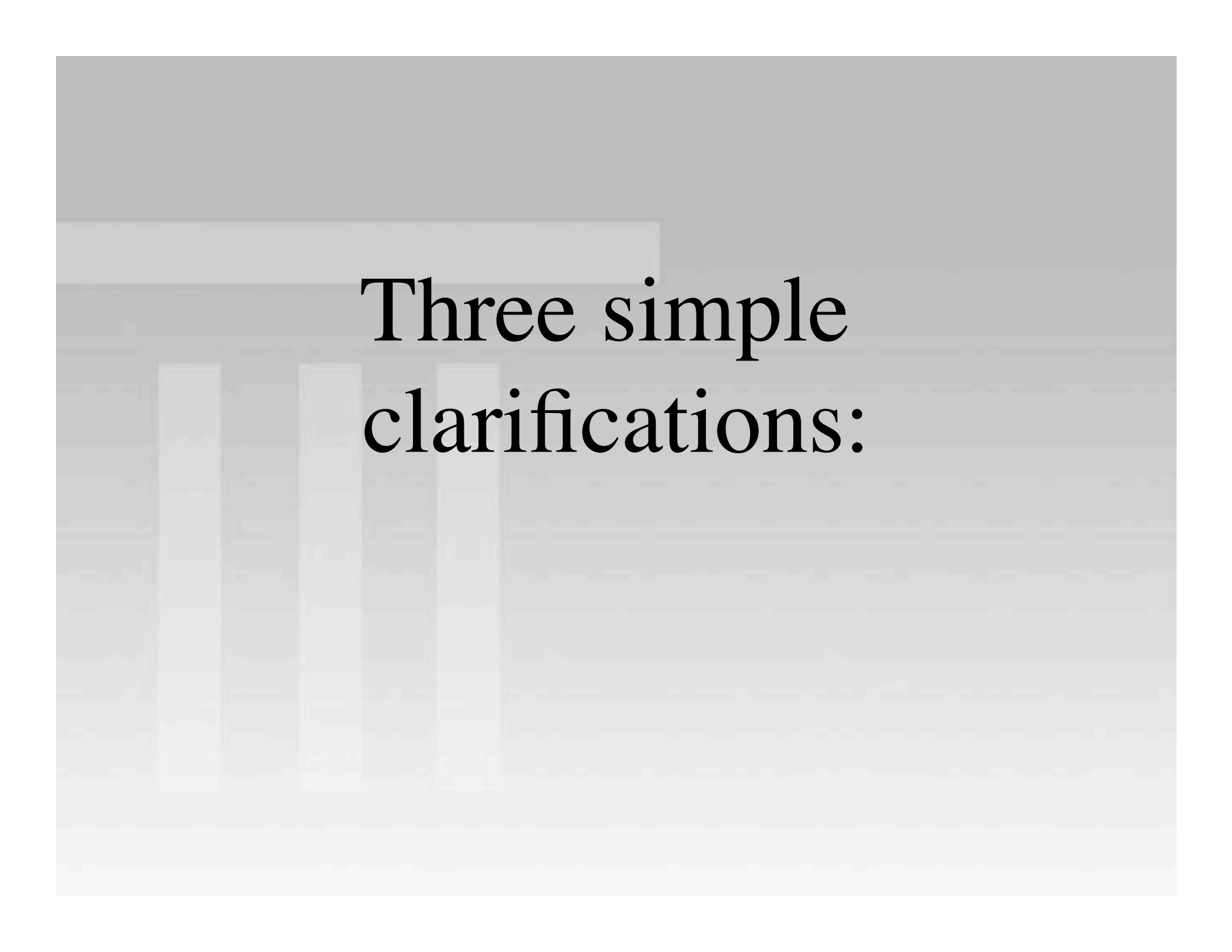
And, everyone is a  
branding expert.

How do we bust through  
the *brand expert* clutter?



Educate your prospects.

Keep it simple.



Three simple  
clarifications:

1.The definition of a  
brand: *Evidence of  
distinction.*

## 2. The difference between Brand Development and Branding.



3. Brand development is not a marketing initiative.



CEO=What's in it for me?



# 1. Why/Essence

2. The benefits of doing business with an agency like yours.

3. Your process and why/  
how it will work for this  
prospect.



## 4. Your credentials.



1. Start with why.

*“We thrive on the  
adrenaline rush of  
unconventional thinking  
that grows ideas and  
inspires change.”*



## 2. Benefits:

- Discover who they are
- What they do differently
- Why they do what they do

Then provide a consistent articulation of that distinction for both internal and external audiences.



## 3. Your process

Analyze existing  
processes


Explore new approaches

Strategic identity vs.  
visual identity

# 4. Credentials:

- Category experience
- Specialized training
- Certifications

Tools, processes and  
evidence that proves you  
are the only *true* brand  
experts.



Become a brand  
information  
clearinghouse.



Change it up.

Elevate your game, do  
less project and more  
strategic work.

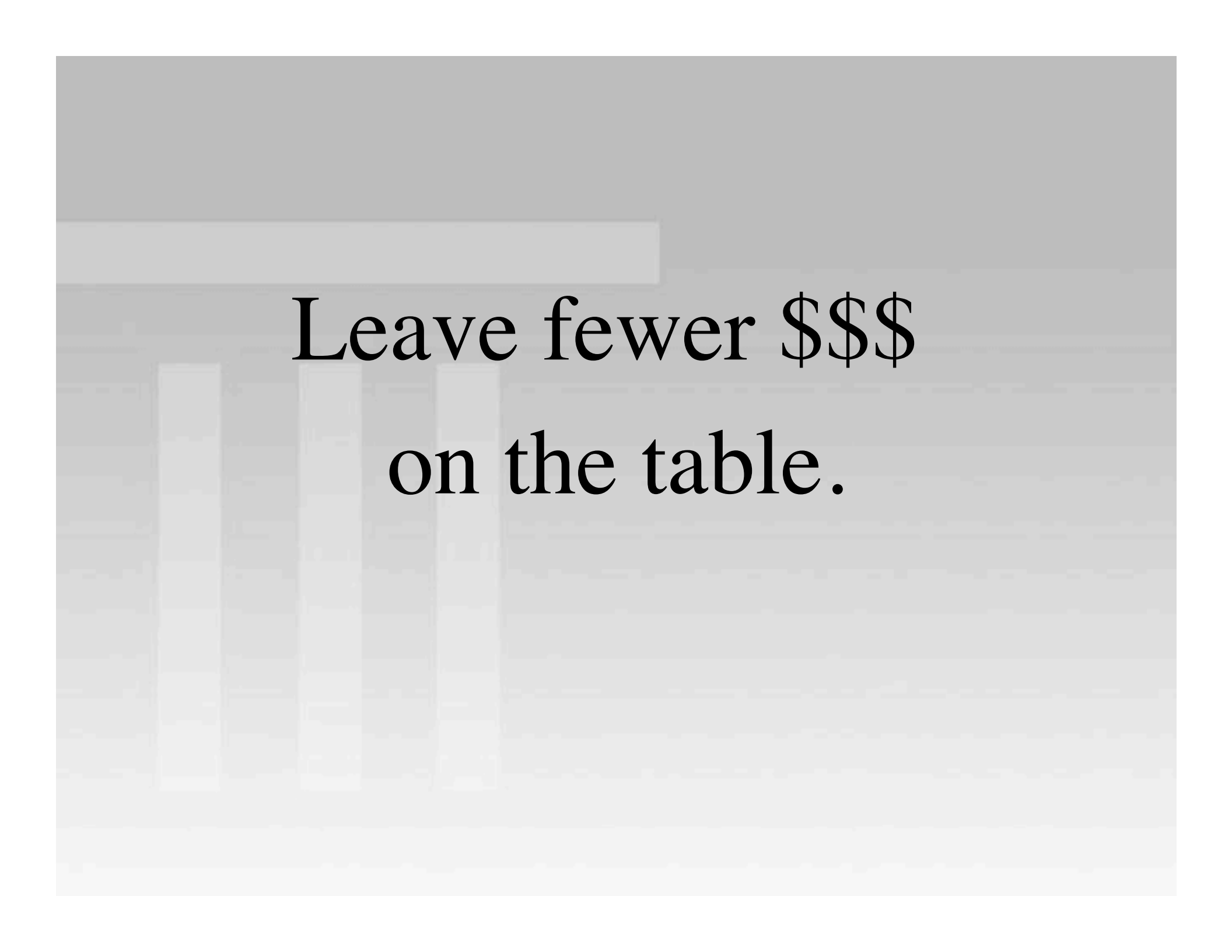




Create clients for life.



More billings with  
better AGI.



Leave fewer \$\$\$  
on the table.

What does a true brand  
development engagement  
look like?



# Vista Metals, The Brand

## Unique Selling Points:

1. Worlds largest independent specialty aluminum products producer
2. Committed to industry's highest quality
3. 2<sup>nd</sup> to none customer service
4. We make customers more successful



*Highest Caliber. So is the metal.*

*Why.*



Excellence always.



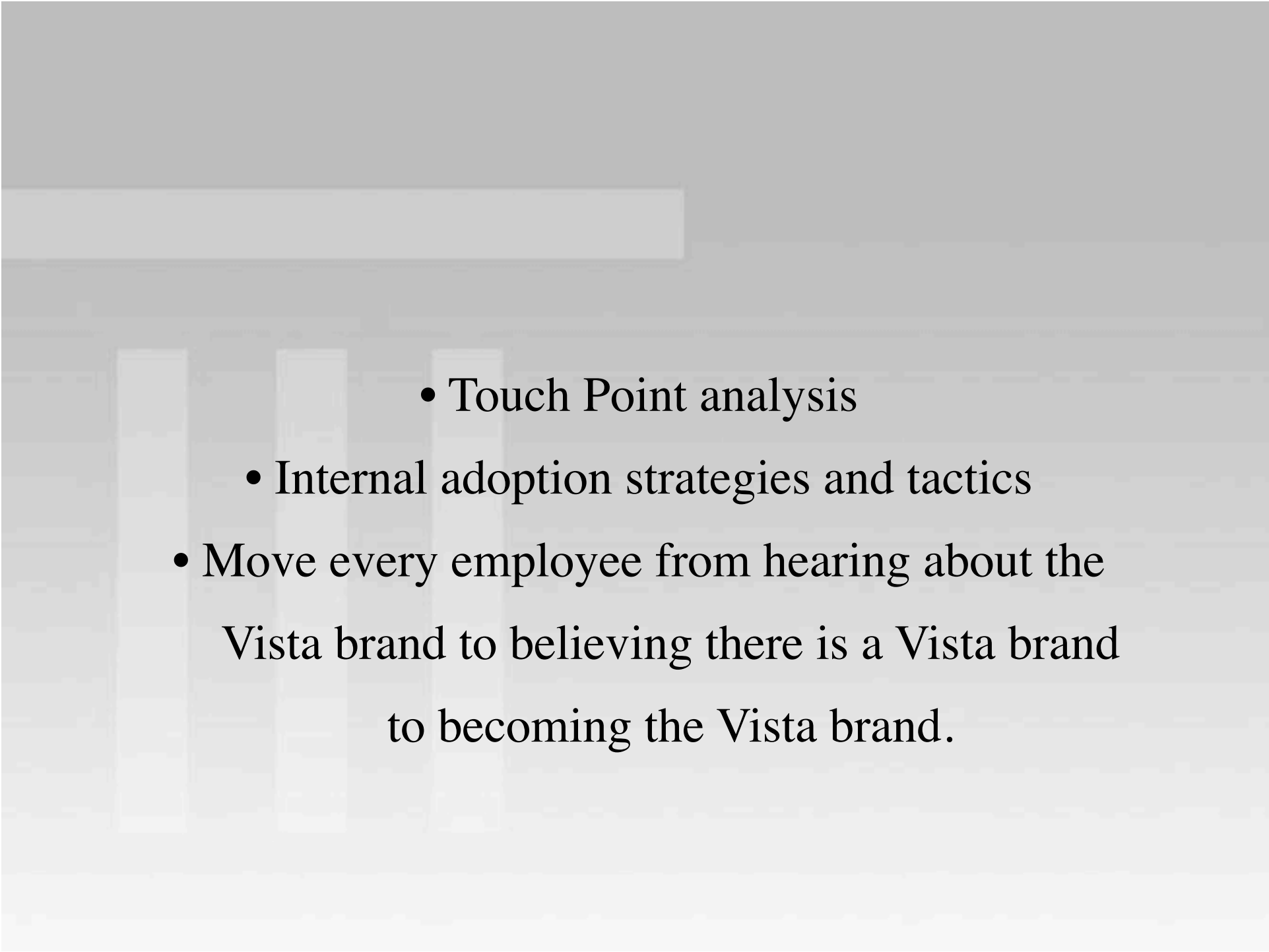
## Vista Metals Brand Essence Statement:

At Vista Metals, it's "Excellence always."

And it is delivered with a customer first attitude and a commitment to quality that, by far, eclipses the industry's standards. Add to that our company-wide can-do spirit coupled with second-to-none customer service, and the outcome is always the same: Our customers are always more successful.

All this is what has made Vista the world's largest independent producer of specialty aluminum products

# *Momentum Group*

- 
- Touch Point analysis
    - Internal adoption strategies and tactics
  - Move every employee from hearing about the Vista brand to believing there is a Vista brand to becoming the Vista brand.

# Brand Points

Quality= “V Class Quality”™

Service= “You First”™

Success= “Knowledge Center”™



Call it the Specialty Aluminum Products Industry's Good Housekeeping Seal of Approval.

Vista Metals is committed to delivering products that eclipse the industry's quality standards and exceed our customer's expectations. We utilize the latest technologies, state-of-the-art equipment, quality control processes, the highest quality product available, and the most highly trained and skilled technicians.

No product leaves a Vista facility without a "V" Class stamp of quality assurance.





## Second-to-none customer service –

Vista Metals' is committed to *second-to-none* customer service and we always take partnership approach with every customer. We also maintain a huge inventory of products, allowing us to have far quicker lead times than the rest of the industry.

Vista Metals' friendly, customer first attitude, as well as extraordinarily knowledgeable sales staff provide far-reaching service to aluminum consumers worldwide.

Our goal: "**Make our customers more successful.**"

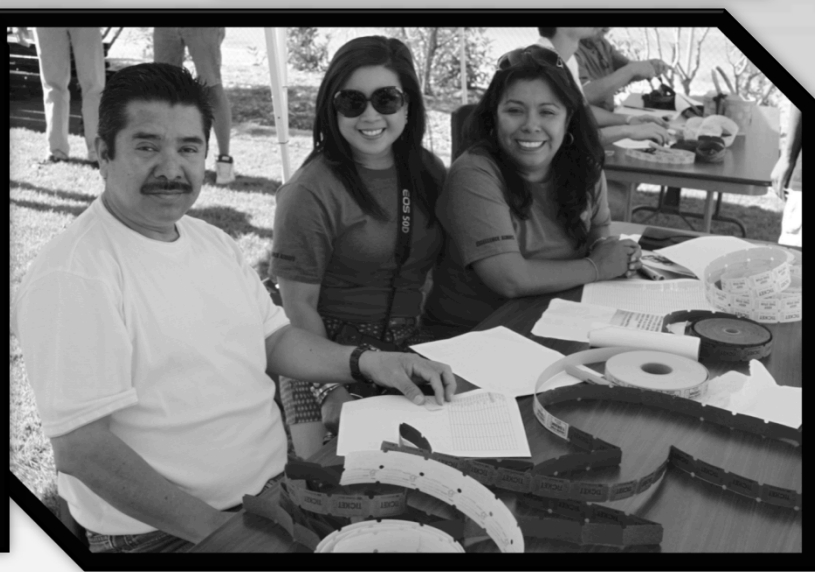
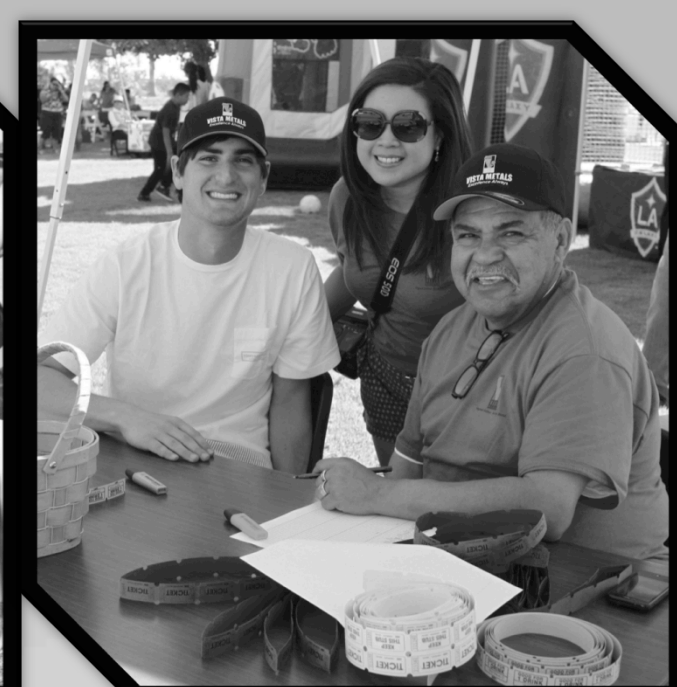


- College Tuition Fund
- Community Garden
- Healthy You
- Employee of the Month – Pay It Forward  
“Couldn’t Do It Without You”
- Manager/Lead of the Quarter
- Mentor Program for New Hires
- Help Others – “Looking Out For You First”

# You First Kick Off/Family Day

June 30, 2012





At Vista Metals, it's "Excellence always."

And it is delivered with a customer first attitude and a commitment to quality that, by far, eclipses the industry's standards. Add to that our company-wide can-do spirit coupled with second-to-none customer service, and the outcome is always the same: Our customers are always more successful.

All this is what has made Vista the world's largest independent producer of specialty aluminum products.



## COMMUNITY GARDEN

A designated area where Vista Metals employees can plant, cultivate and harvest their own crops to take home and to share with others as well. Vista will provide irrigation and gardening tools.



## COLLEGE TUITION FUND

Any Vista Metals employee with a qualifying family child who is graduating high school and has aspirations of attending college, trade school, or approved special training, may qualify for a portion of the Vista Metals college tuition fund.



You  
FIRST

# KNOWLEDGE CENTER

## Information portal

The Vista Knowledge Center is a virtual information portal supplying vital industry information to Vista clients, employees, suppliers, OEM's and the specialty aluminum market in general.

Professional information research gatherers and a respected analyst provide a steady flow of vital industry knowledge of trends, perspectives and all things aluminum. This information is available in real time and updated on a regular basis for depth, quality and reliability.

# We hired Jasmine



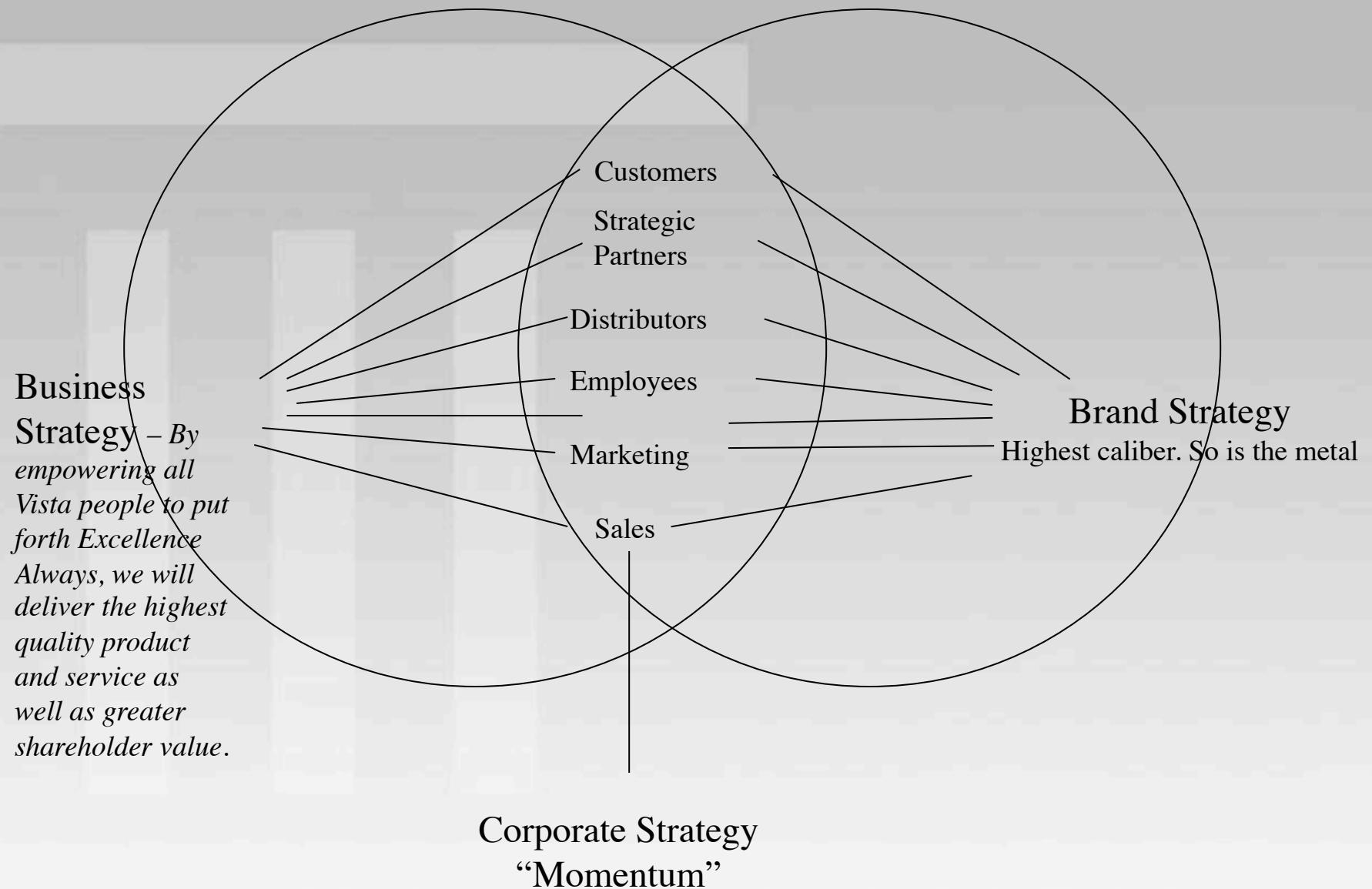
*Business &  
Brand  
Strategy  
Alignment*



## BUSINESS/BRAND STRATEGY ALIGNMENT

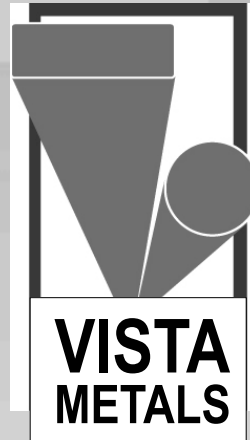


## BUSINESS/BRAND STRATEGY ALIGNMENT



# *Brand Architecture*

# Vista Metals Brand Architecture (Umbrella)





*Highest caliber. So is the metal.™*

search



HOME

ABOUT US

PRODUCTS

V-CLASS

CAREERS

CONTACT US

CLIENT LOGIN

At Vista Metals it's  
Excellence Always.



Watch our Video

Li Europan lingues es membres del sam familie. Lor separat existentie es un myth. Por scientie, musica, sport etc, li tot Europa usa li sam vocabularium. Li lingues differe solmen in li grammatica, li pronunciation e li plu commun vocabules. Omnico directe al desirabilita; de un nov lingua fran can refusa continuar payar custosi traductores. It solmen va esser necessari far uniform grammatica, pronunciation e plu sommun paroles.

KNOWLEDGE Center

Company News

**Li Europan lingues es membres del sam familie.**  
March 1, 2012

**Lor separat existentie es un myth.Beb**  
February 14, 2012

**Por scientie, musica, sport etc, li tot**  
December 10, 2011

**Li lingues differe solmen in li grammatica, li**  
**pronunciation e li plu commun vocabules.**  
November 5, 2012

MORE



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About Us

- Our Facilities
- News
- Brochure Download
- Alpert & Alpert

Products

- Cast and Scalped Forging Ingot
- Hard & Soft Alloy Extrusion Billet
- Tooling Plate Products
- Mold Plate Products
- Rolling Slab Ingot

V-Class

- Process
- Quality Control
- People
- Technology

Knowledge Center

- Product Education
- Industries Served

Careers


- Job Listings
- Apply Online

Contact Us


- Locations

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## New Marketing Materials



WE'VE TAKEN ALUMINUM TO NEW HEIGHTS.



**You FIRST**

Vista Metals' is committed to always taking partnership to a huge inventory of products than the rest of the industry.

Vista Metals' friendly knowledgeable sales team serves consumers worldwide.

Our goal: "Make our customers complete satisfaction and confidence."

Call it the Specialty Aluminum Products Industry's Good Housekeeping Seal of Approval.

**QUALITY ASSURANCE CLASS V**

Vista Metals is committed to delivering products that eclipse the industry's quality standards and exceed our customer's expectations. We utilize the latest technologies, state-of-the-art equipment, quality control processes, the highest quality product available, and the most highly trained and skilled technicians.

No product leaves a Vista facility without a "V" Class stamp of quality assurance.

Vista has become the world-class quality supplier of choice, and we are proud to provide material used in production by manufacturers such as Boeing, Airbus, General Electric, Rolls Royce, and many others.

Success from knowledge.

The Vista Knowledge Center is a virtual information portal supplying vital industry information to Vista clients, employees, suppliers, OEM's and the specialty aluminum market in general.

Professional information research gathers and a respected analyst here provide a steady flow of vital industry knowledge of trends, perspectives and all things aluminum. This information is available in real time and updated on a regular basis for depth, quality and reliability. Log onto [www.vistametals.com](http://www.vistametals.com) for all you need to know to be more successful.

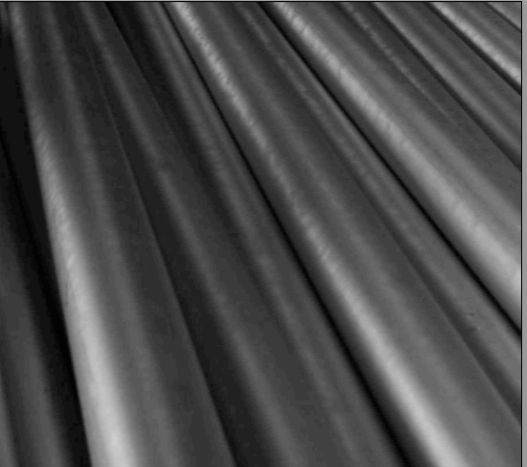
We maintain two production facilities, both with the very latest technological support and state-of-the-art equipment. Our Western plant is located in Fontana California and the Eastern in Adairsville Georgia - so you are covered coast to coast.

We specialize in the highest quality 2000, 5000, 6000 and 7000 series alloys, as well as customer proprietary alloys and custom alloys.

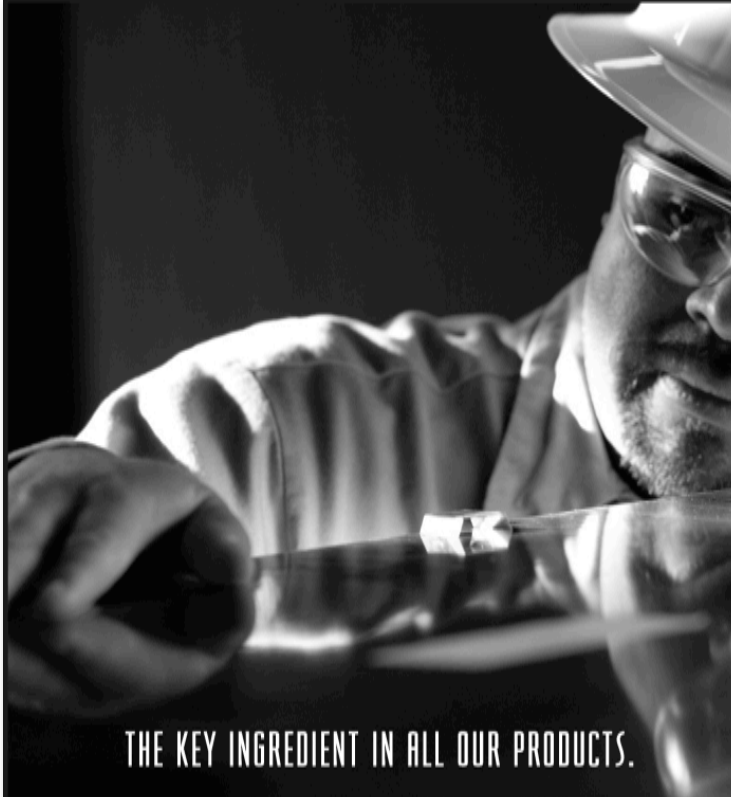
**Products:**

- Cast and Scraped Forging Ingot
- Hard and Soft Alloy Extrusion Billet
- Duramold-2 and Duramold-5 Domestic
- Duramold-2 and Duramold-5 International
- ATP-5 Domestic
- ATP-5 International
- Rolling Slab Ingot

Our commitment to quality, service and the success of our customers has made Vista Metals the worlds largest provider of Specialty aluminum Products.




## Advertising



THE KEY INGREDIENT IN ALL OUR PRODUCTS.

It takes a unique individual to work here.  
Not only does it take physical strength, it takes strength of character,  
as well as a can-do spirit and a desire to help all of our  
customers gain greater success.




*Highest Caliber. So is the metal.*

## Social Media







*We teach, counsel and  
advocate for a better way.*

The Brand Establishment perfected the first contemporary brand development process for small to mid-sized advertisers more than two decades ago. These new tools and procedures have been utilized successfully by companies in virtually every business sector - hundreds of times.

Over the years, we have trained a national network of small to mid-sized ad and PR agencies, design firms and marketing consultants. And through a graduate-level curriculum, alumni hold the designation as the only Certified Brand Strategists in the country.

Today, the BE and its agency members enjoy a well-earned recognition as the new generation of thought leaders in brand development.

# THE BRAND ESTABLISHMENT





*Thank You.*