



CAUTION: NOT FOR EVERYONE.

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DON'T CALL US CONSULTANTS

We don't believe in reams and reams of paper. We don't get lost in all the jargon. We don't test ideas until they've lost their luster.

At The Think Spot, we rely on market expertise and creative intuition to generate inventive solutions you can actually bring to market.

We'll show you -- with copy and visuals, not long-winded reports -- how brand-new concepts can be implemented. After all, we believe a picture can save ten-thousand words. When you see an idea the way your customers will receive it, it's easy to understand how it's going to work for you.

Picture this: You need an ad, a radio spot or a brochure. You go to an agency and get exactly what you expect. The usual. Now imagine instead that they listened, applied expert "outside eyes" and actually thought about whether that ad, radio spot or brochure was the answer.

BUSINESS AS USUAL SHOULD NOT BE "THE USUAL"

Introducing The Think Spot -- Spielman & Associates. When we

give our clients "the usual," you often get much more than you

asked for. Together,



we may create a new service, invent a new product or

reinvent your corporate identity along the way...

All with a surprisingly affordable budget, and in much less

time than you'd ever expect **DOES IT WORK? ABSOLUTELY.**

Our clients have been benefiting from our brand of

unconventional strategic thinking for more than 15 years.



T H E B R A N D I N G R E T R E A T

IT'S BIGGER THAN MARKETING

Unlike an ad agency, whose answer is usually "advertising," our toolbox includes an unlimited number of solutions -- some of which may not even have been thought of yet.

So we can help you, even if your challenge isn't about marketing. Maybe it's in positioning your company at the highest level or expanding your product offerings. At Spielman & Associates, we know what it takes to create and extend strong, resilient brands.

We begin by tailoring one of our proprietary approaches to your company. Then we get down to business, developing ideas and implementing them in a matter of weeks -- not months.

What's more, we're equipped to create all the tools, including advertising, corporate ID materials or web sites, that will bring the fruit of these brandstorms to market.

What does your company stand for? What's your core philosophy? How do your customers perceive you? What's your edge in the new economy?

If you don't have good answers to these questions, it's time to take a closer look at your brand. Branding happens, for better or worse -- whether you take control of it or not.

The Branding Retreat is The Think Spot's one-day answer to these questions and more. It's a facilitated power time-out, bringing your leadership team together to focus on your brand.

In one power-packed day, we'll lay the foundation, set objectives and designate a team charged with driving your brand and getting the job done. It's practically paperless, exceedingly effective, positively productive and, best of all, fun.



S P I E L M A N & A S S O C I A T E S , I N C.

B R A N D S P O T T I N G

People always want to know "what's new?" The Think Spot's Brand Spotting program will make sure you're prepared with a great answer.

Through an inventive one-day "brandstorming", we'll help you spot opportunities for new products, services and line extensions. Then we'll take those raw materials back to the drawing board (literally) to shape them into fully formed ideas for growth and diversification. After that, we deliver finished concepts and visuals, so you can see these ideas the same way your customers will. We think it's the best way to illustrate how new ideas will play in your markets.

WARNING: This is a very entre-preneurial process. No market research. No focus groups. Just solid, sharp thinking that generates ideas in a whole new way.



more →

B R A N D I N G B L O C K S

How do you market, merchandise and put a face on your brand or new product? You need to enter the marketplace with the proper tools. Traditional companies call them advertising, marketing or communications. We call them "Branding Blocks"... it's our way of helping people remember that every single communication must support your brand.

We'll put our creative minds to work generating concepts, designing visuals, crafting messages and producing each "block"... whether it's "advertising", sales collateral or a web site... on strategy, on time and on budget.

LET US THINK FOR YOU. If this all sounds a bit unconventional, that's exactly our intent.

Many companies have found that our spontaneous, entrepreneurial approach offers tremendous rewards. **Now it's your turn.** Find out how we can take these great-sounding strategies and put them to work for you.

Call us, and let the brand-building begin. ●

SPIELMAN
& ASSOCIATES, INC. 

1651 East Boot Road West Chester, Pennsylvania 19380
T 610.408.8077 F 610.408.8078 W www.spielman-assoc.com