

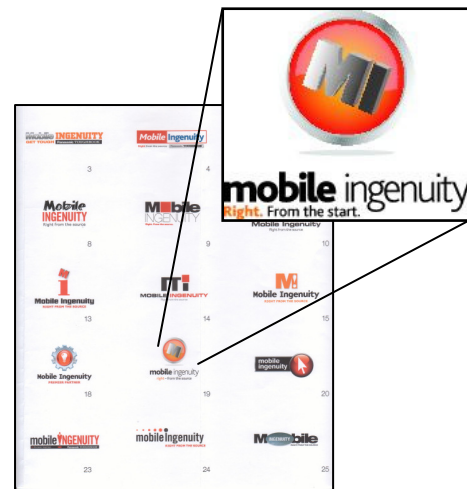
Daniel Woodruff

Brand Management Case Studies

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Brand Identity / Logo Update

Directed brand imaging / corporate re-naming program for Mobile Ingenuity, an electronics retailer. Re-focused direction through brand identity analysis. Directed design and creation of new logo and tagline.



- ❖ Performed brand identity analysis to define Brand Positioning and culture.
- ❖ Created corporate renaming exercise to bring company name in alignment with Positioning.
- ❖ Briefed and directed logo and tagline design with outside creative agency.
- ❖ Oversaw creation of Graphic Standards Guide to ensure integrity of logo and tagline execution.
- ❖ Directed identity package, including stationery, electronic identity elements, etc.
- ❖ In the process of updating website, trade show displays, sell sheets and all other marketing collateral.

Arby's Brand Guide

Ensured logo and tagline compliance in the Arby's system & energized the system through the introduction of new Brand Positioning – defined new campaign and proper logo and tagline usage.



- ❖ Led team made up of Agency Partners, Advertising, Marketing and Corporate Communications.
- ❖ Ensured consistency in corporate communications and local / national print advertising design.
- ❖ Articulated new brand positioning and approach to advertising campaigns and merchandising (POP) creative.
- ❖ Introduced guide in printed and electronic formats.
- ❖ Mandated logo usage and tagline guidelines – defined appropriate & inappropriate usage.

myarbys.com

Increased Arby's corporate communications efficiencies and consistency through management of extranet site.



- ❖ Communications tool used to update the Arby's system on all brand topics.
- ❖ Managed all content for the Marketing division – authored or edited / approved all submissions; reviewed existing content for obsolescence, etc.
- ❖ Content included: marketing plans, sales results, newsletters / updates, crisis communications & other corporate communications material.
- ❖ Site access solely for the Arby's system (employees, franchisees, agencies, suppliers, etc.), with further content restrictions based on user classification.
- ❖ Member of the initial development team for the website, representing the Marketing division's communications needs.

Website Message Optimization

Defined redesign of Mobile Ingenuity, an electronics retailer, website from a marketing perspective – ensured that all marketing objectives were attained by defining key marketing elements of site for the development team prior to start of design work.



- ❖ Designed site structure to maximize the ease of the customer navigation experience.
- ❖ Identified key words and verbiage for each page of the site for optimization for search engines.
- ❖ Created HTML page title and metatag / meta-description definitions for design team.
- ❖ Provided complete site map with page definitions to ensure that the site met all marketing objectives.
- ❖ Wrote all copy for website content.
- ❖ Ensured that customers would pass through no more than three layers of pages to obtain required information, maximizing the potential for complete site navigation.

Multi-Brand Hotel Relationship Management

Managed key relationships and licensee agreements for multiple brands within the Treadway (later “Foremost”) Hotels representation service. Handled key multi-hotel affinity programs as well.



- ❖ Managed multi-tiered brand programs for hotels ranging from two- to five-star designations, with varying program requirements and benefits.
- ❖ Developed program definitions to guide hotel clients' compliance with the specific brand with which their properties were licensed.
- ❖ Created new hotel orientation programs to deliver brand-specific training to conversion properties.
- ❖ Provided on-site compliance assistance, marketing consulting, service-related troubleshooting, guidance with completion of online hotel profiles, etc.

Local Marketing

Drove local brand awareness for multiple companies in various industries by ensuring Brand compliance in direct mail, email and other print collateral.



- ❖ Created online LSM program for Arby's:
 - ✓ Pre-approved designs for direct mail and local marketing elements.
 - ✓ Pieces customizable for specific restaurant locations, menus, pricing, promotions, etc.
 - ✓ Online design, with instant download of print-ready files.
- ❖ Direct Mail elements for Mobile Ingenuity:
 - ✓ Sell sheets for Trade Shows / Sales distribution.
 - ✓ HTML elements for email blasts.
- ❖ Print programs for retail jeweler:
 - ✓ Brochures for customer distribution / sales blasts.
 - ✓ Sweepstakes & other promotional direct mail elements.