



**BRANDINTENT CHANNELS CREATIVITY AND CHALLENGES BRAND CONVENTIONS TO SECURE MARKET DOMINANCE FOR ORGANIZATIONS FACING COMPLEX STRATEGIC PROBLEMS.**

BrandIntent specializes in shaping leadership brands and executing high-profile programs for organizations that must rapidly change perceptions. We provide a hybrid blend of strategy, creative and business capabilities to accelerate the delivery of comprehensive brand initiatives for leading technology, consumer and professional service organizations. Our success in blending creativity and strategy extends to the design and execution of integrated marketing initiatives that deploy the most effective print, web and eMarketing channels to optimize the return from marketing resources that must support multiple business and product lines, customer segments and key partners.

**WHO WE HELP.**

Our mandate is to take each client beyond the creative execution of identities, websites and marketing collateral to secure leadership positions that drive sales. For more than ten years we have helped global, national and New England clients such as Compaq, NEC, Monster.com, The New England Journal of Medicine and Nantucket Nectars use the potential of leadership branding to inspire and press their organizations to achieve higher levels of growth while expanding strategic opportunities. Each of our clients is distinguished by their market prominence, brand visibility and commitment to improving how their customers work and live.

In an era where there is little left to differentiate, a continual shifting of competitive dynamics and a search for long-term value, the only sustainable brands are those which position themselves as indispensable contributors to customer success, market advancement and society as a whole. This focus governs the behaviors, values and communications of companies that have the power to flourish, weather uncertainty and endure.

**WHEN WE HELP.**

Companies engage BrandIntent at crucial points in their development, when their success, and increasingly survival, depend on rapidly building or changing market perception of the company and its capabilities, including initial launches, major line/market expansions or the complete re-visioning of a maturing organization. In addition to juggling communication and marketing needs, many of our clients are also accelerating the launch of new products and services, expanding partnerships and international capabilities, and digesting acquisitions, all the while facing powerful new competitors, building new alliances, and controlling the launch of cannibalistic products or services.

**HOW WE HELP.**

BrandIntent follows a strategically demanding phased approach using a set of proprietary methodologies and programs to help each client understand what a leadership position requires. Like playing chess on a three-dimensional playing field, a leadership program must meet pressing business goals, anticipate upcoming competitive moves and set the stage for longer-term opportunities. Invariably we move clients two strategic leaps ahead in their brand vision. Once the vision is clear, the communication program unfolds rapidly and coherently.

Our principles and methodologies are focused on businesses facing high levels of strategic complexity and time pressures. We have worked across many challenging management groups, including separate pre-merger executive teams, global organizations that must build consensus, professional partnerships requiring unanimous decisions, and new start-ups with continually expanding ranks. In each case our proven brand development methodology has succeeded in building the vision, unity and support necessary to build cohesive teams. We develop unique models that map industry, sector and competitive evolution for each individual company and market to build a common vision of the new brand and define the operational priorities. We use comprehensive positioning frameworks to unify brand teams and develop competitive positions and top-line messages that activate the most compelling performance needs and emotional desires. Once a brand is defined, creative breathes life into it and integrated marketing plans deliver it.

For each client BrandIntent develops a visual journey that operates on several levels to forge an indelible image and positive dialogue with communication targets. Our distinctive visual implementation process incorporates an advanced understanding of the multiple experiential and sensory levels that drive emotions, perceptions and expectations. Outstanding creative supports brand leadership by capturing attention and spurring action, elevating brand presence, changing perceptions and signaling the ability to lead the sector. Whether corporate identity, website or retail design, each execution challenges the boundaries of convention to redefine and enlighten. All are united by the insight and imagination of their creators and the integrity and style of their execution.

In tandem with the development of an integrated marketing plan, BrandIntent defines the optimal mix of communications, promotions, events, partnerships and eMarketing initiatives. To increase the potential of each customer interaction and support measurable ROI, we work with clients to develop and maintain marketing capabilities that enable them to target, track, report and refine initiatives. This extends from search engine optimization to creating integrated, trackable print and eMarketing promotions and building microsites for key partners and customer segments. To ensure that each client maximizes its budget with programs that match their internal capabilities we work with partners across the spectrum of technologies and media. For some clients we work alongside their in-house technical team; in other cases we provide the entire marketing database, website and reporting system.



CAPABILITIES



- BRAND POSITIONING & STRATEGIC PLANNING**
- Market Research
  - Competitive Analysis
  - Positioning and Messaging Development
  - Investor Presentations
  - Business Plan Refinement

- CORPORATE AND BRAND IDENTITY PROGRAMS**
- Corporate and Brand Identity Development
  - Naming
  - Brand Usage Guidelines
  - Corporate and Business Communications Systems
  - PowerPoint Presentations
  - Sub-Brand Architectures

- BRAND MESSAGING**
- Brand Platforms
  - Top-Line Marketing Messaging Systems

- LIVING THE BRAND GUIDELINES**
- Print, Electronic and Web-based Versions

- WEBSITE DEVELOPMENT**
- Usability Analysis
  - Design
  - Programming
  - Content Management Development
  - Systems Integration
  - Web Hosting and Maintenance
  - Flash Multimedia

- EMARKETING**
- eNewsletters, Campaigns, and Blasts
  - eCommerce
  - Web Banners
  - Marketing Databases

- DATABASE MARKETING APPLICATIONS**
- Planning, Programming and Maintenance

- SEARCH ENGINE OPTIMIZATION**
- Tracking, Competitive Analysis, Content Modification and On-going Maintenance

- WEBTRENDS REPORTING**
- Reporting and Analysis

- INTEGRATED PRINT AND E-MARKETING CAMPAIGNS**
- Development, Execution, Analysis and Refinement of Online Marketing Campaigns

- SALES TOOLS**
- Channel/Partner Program Development
  - CD-ROMs
  - Demos
  - Promotional Pieces
  - Environmental and Special Event Signage and Graphics

- ADVERTISING CAMPAIGNS**
- Media Planning
  - Print
  - Radio
  - Web
  - Creative Direction and Agency Selection

- MARKETING COMMUNICATION PROGRAMS**
- Corporate-Wide Collateral Systems
  - Corporate Capability Brochures
  - Product Data Sheet Systems
  - Press Kits

- DIRECT MARKETING PLANNING AND DESIGN**
- Lead Generation
  - Marketing Support
  - Promotion

- PACKAGE DESIGN AND POINT-OF-SALE PROGRAMS**

- PRODUCT DESIGN**
- Footwear
  - Games
  - Consumer Electronics

- RETAIL IDENTITY PROGRAMS**
- Interior and Exterior Signage Systems
  - Merchandising Systems
  - Private Label Packaging
  - POP
  - Electronic Display Marketing

I count on BrandIntent to redefine what is possible for Monster, both strategically and creatively. They have a rare ability to view the whole marketplace and anticipate how competitors and consumers are evolving. They understand what it takes to be the market leader and the fastest, most effective way to get there – and stay there.

BrandIntent is a critical component of our success; they are a true partner with whom I have an ongoing dialogue about the highest-level issues we face.

**JEFF TAYLOR**  
FOUNDER AND CHIEF  
MONSTER

You and your team had the most significant role in Avocent being where and what it is today. You've created the Avocent vision and motivated the inspiration throughout our multiple company cultures during the process; thanks very much for excelling in that role.

**STEPHEN F. THORNTON**  
PRESIDENT  
AND CHIEF EXECUTIVE OFFICER  
AVOCENT CORPORATION

Without BrandIntent I don't believe Dolce Food would have succeeded in targeting such a broad range of customers for a product that could have been a small niche item. BrandIntent's forward thinking has given our company a chance to grow larger and more profitable than what our founder had expected.

**DANO STRONG**  
V.P. BUSINESS DEVELOPMENT  
DOLCE FOOD CORPORATION



CLIENTS



CONSUMER PRODUCTS & SERVICES

- **BARI & GAIL, INC.** CHOCOLATES
- **BIGREDCHAIR.COM**  
ONLINE LARGE SIZE RETAILER
- **BOD** YOGA-INSPIRED CLOTHING
- **BRAHMIN LEATHERWORKS, INC.**  
PREMIUM LEATHER ACCESSORIES
- **DOLCE FOOD, INC.** PREMIUM FOODS
- **DUNHAM BOOTMAKERS, INC.** FOOTWEAR
- **FINAGLE A BAGEL RESTAURANT**
- **FLEETBOSTON FINANCIAL CORPORATION**  
FINANCIAL SERVICES
- **KETTLE CUISINE, INC.**  
WHOLESALE AND RETAIL SOUPS
- **LISTA INTERNATIONAL**  
INDUSTRIAL WORKSPACES
- **MONSTER.COM** ONLINE CAREER SERVICES
- **NANTUCKET NECTARS, ALLSERVE, INC.** BEVERAGES
- **NEW BASICS, INC.** PERSONAL CARE PRODUCTS
- **THE ORGANIC COW OF VERMONT** ORGANIC DAIRY
- **ORIGINS, ESTÉE LAUDER, INC.** COSMETICS
- **POLAROID CORPORATION**  
INSTANT IMAGING COMPANY
- **RAYOVAC CORPORATION** BATTERY MANUFACTURER
- **REMINS** SPECIALTY FASHION RETAILER
- **SEBAGO, INC.** FOOTWEAR
- **STRETCHMATE** FLEXIBILITY/EXERCISE EQUIPMENT
- **THE TIMBERLAND COMPANY**  
LIFESTYLE FOOTWEAR AND CLOTHING
- **TWENTIETH CENTURY FOX FILM CORPORATION**  
RETAIL ENTERTAINMENT
- **THE ZONE, DR. BARRY SEARS**  
DIETARY AND NUTRITION SYSTEM

PROFESSIONAL SERVICES

- **CIRCLES, INC.** CONCIERGE SERVICES
- **DWYER & COLLORA, LLP** LEGAL SERVICES
- **FIDUCITÉ.COM, INC.**  
ONLINE FINANCIAL SERVICES RESEARCH
- **GEN3 PARTNERS, INC.** IT SERVICES
- **NEW ENGLAND BUSINESS SERVICES (NEBS)**  
SMALL BUSINESS PRODUCTS AND SERVICES
- **THE PARTHENON GROUP**  
MANAGEMENT CONSULTING
- **PRODUCT GENESIS, INC.**  
NEW PRODUCT DESIGN AND ENGINEERING
- **SOURCEONE, INC.** INTEGRATED UTILITY AND COMMUNICATIONS SERVICES
- **TMP WORLDWIDE, INC.** GLOBAL RECRUITING AND YELLOW PAGE ADVERTISING
- **TOWERGROUP: A REUTERS COMPANY** FINANCIAL INDUSTRY RESEARCH AND CONSULTING
- **TVISIONS, INC.**  
BUSINESS DEVELOPMENT AND CONSULTING

HEALTHCARE

- **BOSTON HEALTHCARE ASSOCIATES**  
CONSULTING ON DEVICES, DIAGNOSTICS, BIOTECH, & PHARMACEUTICALS
- **CURIS, INC.** REGENERATIVE SCIENCES
- **EDGE PARK SURGICAL, INC.**  
HEALTHCARE PRODUCTS
- **HOLOGIC, INC.** MEDIACAL IMAGING SYSTEMS
- **NEUROMETRIX, INC.** MEDICAL DEVICES
- **MASSACHUSETTS MEDICAL SOCIETY**  
PHYSICIAN ASSOCIATION
- **NEW ENGLAND JOURNAL OF MEDICINE**  
MEDICAL PUBLICATION

TECHNOLOGY

- **AVOCENT CORPORATION**  
SERVER MANAGEMENT COMPONENTS
- **BAY NETWORKS** NETWORK TECHNOLOGY
- **BOSTON.COM, BOSTON GLOBE ELECTRONIC PUBLISHING, INC.** BOSTON GLOBE ONLINE
- **CASTEL (COMMUNICATOR ASYSTANCE SYSTEMS, INC.)** CALL CENTER SOFTWARE
- **COMPAQ COMPUTER CORPORATION** HARDWARE, SOFTWARE AND TECHNOLOGY SERVICES
- **COMPUTER.COM, INC.** ONLINE CONSUMER TECHNOLOGY ADVISORY
- **CORECHANGE, INC.**  
PORTAL FRAMEWORK TECHNOLOGY
- **DIGITAL EQUIPMENT CORPORATION**  
HARDWARE, SOFTWARE AND TECHNOLOGY
- **DOCUMENT SCIENCES**  
CONTENT AUTOMATION SOLUTIONS
- **EROOM TECHNOLOGY, INC.**  
COLLABORATIVE SOLUTIONS
- **HEWLETT-PACKARD COMPANY** HARDWARE, SOFTWARE AND TECHNOLOGY SERVICES
- **HITACHI, LTD.**  
VIRTUAL CONSUMER MARKETPLACE
- **IBASIS, INC.**  
GLOBAL ONLINE TELEPHONY PROVIDER
- **INDUSTRIE-MATEMATIK INTERNATIONAL CORPORATION** SUPPLY CHAIN SOFTWARE
- **INTERNATIONAL BUSINESS MACHINES CORPORATION** HARDWARE, SOFTWARE AND TECHNOLOGY SERVICES
- **KEYWARE TECHNOLOGIES, INC.**  
BIOMETRIC RECOGNITION SOFTWARE
- **KUBOTEK USA** CAD/CAM SOFTWARE
- **LOTUS DEVELOPMENT CORPORATION**  
IBM SOFTWARE
- **MÁK TECHNOLOGIES** VIRTUAL REALITY SOFTWARE
- **MIRECHO LABORATORIES**  
CONSUMER TECHNOLOGY PRODUCTS
- **NEC CORPORATION**  
CONSUMER AND BUSINESS TECHNOLOGIES
- **NETEGRITY, INC.** ONLINE SECURITY SOFTWARE
- **OBJECTDESIGN, A DIVISION OF EXCELON CORPORATION** OBJECT-BASED TECHNOLOGIES
- **PEROT SYSTEMS CORPORATION**  
ONLINE INDUSTRIAL EXCHANGES
- **RESTRAC, INC.** HUMAN CAPITAL SOFTWARE
- **SAMSUNG SOFTWARE AMERICA, INC.**  
SOFTWARE TECHNOLOGIES
- **SPOTFIRE** E-ANALYTICS SOLUTIONS
- **STORAGE COMPUTER CORPORATION**  
STORAGE COMPONENTS
- **VIISAGE TECHNOLOGIES** BIOMETRIC TECHNOLOGY

MARKETING SERVICES

- **COLETTE PHILLIPS COMMUNICATIONS, INC.**  
DIVERSITY PUBLIC RELATIONS
- **DEEP CHANNEL MEDIA**  
ONLINE DIRECT MARKETING SERVICES
- **EPSILON** INSTITUTIONAL FUND RAISING
- **MACDONALD & EVANS, INC.** PRINTING
- **PAN COMMUNICATIONS** PUBLIC RELATIONS

NON-PROFIT/CHARITABLE ORGANIZATIONS

- **MARCH OF DIMES**
- **UNITED WAY OF MASSACHUSETTS BAY**

BrandIntent never let me down on anything, ever. Some firms aim to exceed your expectations, BrandIntent aims to exceed your imagination. Then they rewrite the limitations as to what is possible in a given time frame.

MIKE FORD  
CEO AND CO-FOUNDER  
COMPUTER.COM

BrandIntent provided a structure that allowed Compaq Services to integrate enormous volumes of global brand/customer research data with the objectives of a complex multi-billion-dollar business, and create a compelling, executable brand strategy and execution directly addressing the issues and opportunities we saw in the market. The result was a viable platform to establish sustained business advantage.

DAN CLARK  
DIRECTOR OF WORLDWIDE BRANDING  
FOR COMPAQ SERVICES  
COMPAQ COMPUTER CORPORATION

The BrandIntent process ensured that we went to market with a position, message and brand identity that resonate with key decision makers in our target markets. After introducing the new brand, we've seen a significant increase in website traffic, interest from investors, industry news media and analysts, plus a rapidly growing sales pipeline.

SCOTT SAMUELS  
DIRECTOR OF MARKETING  
DOCUMENT SCIENCES



### FINAGLE A BAGEL: RETAIL BRAND DEVELOPMENT



#### BRAND ACCOMPLISHMENTS

- Relunched the brand within cluttered marketplace and defended takeover by national chain brands.
- Repositioned using multi-sensory experiential branding program to capture consumer imagination and affection.
- Developed exclusive visual vocabulary to immediately build equity and elevate brand above generic, uninspired chain competitors.
- Created retail design that created a unique brand experience and attracted other premium brands (BrandIntent clients Nantucket Nectars and Kettle Cuisine) to anchor special relationship with consumer and move brand beyond “take-out” bagel shop position.
- Extended distinctive brand identity to packaging, environmental icons and vehicles to build strong presence in the region.
- Contributed to growth and roll-out program that resulted in sale.



The One To Top.

## FINAGLE @ BAGEL

	<b>APPLE CARAMEL</b>		<b>CHUNKY VEGETABLE</b>
	<b>CINNAMON RAISIN</b>		<b>EGG</b>
	<b>ENERGY BAR</b>		<b>EVERYTHING</b>
	<b>GARLIC</b>		<b>HONEY GRAIN</b>
	<b>JALAPENO CHEDDAR CHEESE</b>		<b>MARBLE</b>
	<b>ONION</b>		<b>PLAIN</b>
	<b>POPPY</b>		<b>PUMPKIN RAISIN</b>
	<b>SALT</b>		<b>SESAME</b>
	<b>SUN DRIED TOMATO &amp; BASIL</b>		<b>SUPER CINNAMON RAISIN</b>
	<b>TRIPLE CHOCOLATE CHIP</b>		<b>WILDBERRY</b>





LOTUS: BRAND IMAGE REVISION



**BRAND ACCOMPLISHMENTS**

- Defined product branding architecture that unified and promoted distinct products while strengthening master Lotus brand image.
- Created proprietary visual vocabulary and an enduring asset in retail marketplace.
- Developed suites of product benefits with flexibility to articulate the potential of groupware concept.
- Developed product messaging throughout packaging and collateral materials.
- Embraced corporate message and built brand equity.
- Established new brand image in marketplace to reinforce Lotus' leadership intent based on:
  - relevant consumer benefits*
  - vital business capabilities*
  - trusted products*





TMP WORLDWIDE: MONSTER.COM BRAND DEVELOPMENT



**BRAND ACCOMPLISHMENTS**

- Developed strategic plans and recommendations to consolidate 16 online career sites.
- Relunched the brand as “Monster Brand” and equipped it with capabilities to address employers and passive and active job seekers.
- Re-visioned brand from job posting site to career/life resource.
- Implemented global brand strategy to govern brand image and message.
- Cemented leadership in online recruitment.
- Ultimately, elevated visibility to accelerate growth and spur valuation.





AVOCENT: BRAND DEVELOPMENT



BRAND ACCOMPLISHMENTS

- Created a powerful, new, unified brand from the merger of top two brands in the KVM market.
- Defined a full brand platform including name, identity, positioning and messaging within four months.
- Accelerated the expansion of new brand beyond KVM market.
- Convinced investment community that merged entity possessed the vision, strength and intent to successfully expand into new market segments.
- Unified five corporate cultures, product offerings and market positions into a single-voiced strategically driven brand.
- Developed strategy for integrating \$100M acquisition, OSA Technologies, to drive Avocent into network management leader.





KUBOTEK USA: BRAND DEVELOPMENT



BRAND ACCOMPLISHMENTS

- Developed a new brand position for a post-bankruptcy, post-acquisition company that needed to establish a viable vision for the future.
- Established a brand that succeeded in energizing staff, VARs and customers who had been burned over the past four years.
- Created a distinctive new visual vocabulary and high-visibility promotional program that distinguished and elevated the product in the market and stimulated customer renewals and new sales.
- Planned and executed a results-driven, integrated print- and Internet-based marketing program that enables executives to easily assess, modify and track impact of key initiatives.
- Succeeded in building eMarketing database-driven marketing capability that enabled quick reporting and analysis of effectiveness of direct and media initiatives in generating leads and building customer interactions.
- Recognized by industry publications for generating outstanding results from online advertisements.
- Reversed sales declines, increased leads from new customers and prevented further competitive inroads.

KUBOTEK® USA





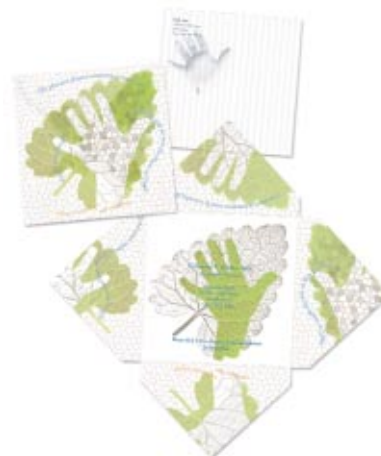


BOD: BRAND DEVELOPMENT



BRAND ACCOMPLISHMENTS

- Created brand vision for new fashion-driven yoga clothing line that generated interest and excitement among fashion press, upscale retailers, and specialists.
- Succeeded in positioning bod as the first specialized offering to meet specific yoga needs within a fashion framework.
- Developed key suite of high-profile, cost-effective communication pieces to support launch and follow-on sales initiatives.
- Established distinctive brand identity system that built a foundation for accelerated extension into retail and online environments.
- Executed complete identity and collateral system for New York fashion-week launch within 90 days.



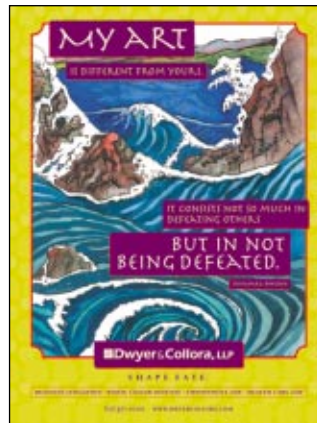
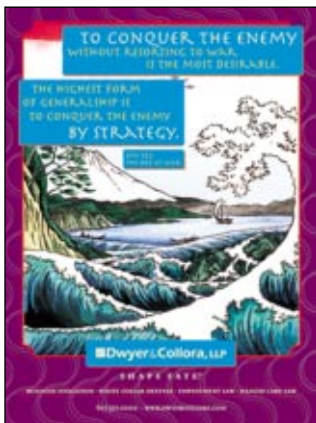


DWYER & COLLORA: BRAND REVISION AND ADVERTISING



BRAND ACCOMPLISHMENTS

- Developed a new brand vision for Dwyer & Collora, LLP, that merged distinct practice areas into one specialist brand umbrella without compromising the firm's existing prestigious position.
- Convinced partnership of nationally recognized litigation specialists to agree and commit to one vision for the future.
- Initiated an aggressive new integrated marketing program that contributed to substantial short-term new revenue growth and convinced skeptical partnership group of positive return on marketing.
- Launched new advertising campaign that not only elevated the firm but was also recognized as setting a new standard in the legal profession.
- Created a tiered-advertising program to support firm and aggressively promote specialist practice areas.
- Continue to develop new brand vehicles that set new marketing standards in the legal profession by incorporating the most advanced commercial strategies and tactics to promote the firm.





DOLCE FOOD: RETAIL BRAND DEVELOPMENT



BRAND ACCOMPLISHMENTS

- Established company and product vision that enabled founder to secure funding and attract industry veterans to launch product in midst of intense competitive environment dominated by industry giants.
- Created a brand position that extended the appeal of the product line across the entire universe of individuals who love great ice cream and care about their health—going beyond the low-carb phase.
- Leveraged packaging design to place il Dolce Futuro alongside premium brands, capturing the true taste advantage and elevating it over low-cal, low-fat alternatives.
- Developed and executed comprehensive, high-visibility launch program to accelerate retail penetration, including radio and print promotion, PR, events, cause-related marketing and sampling.
- Currently extending brand into new areas and developing novelty and institutional sub-brands that reinforce the corporate brand while building an expanded customer base.
- Succeeded in achieving 50% per store sales of Häagen-Dazs within first 3 months of launch and sustaining strong repeat sales per store.



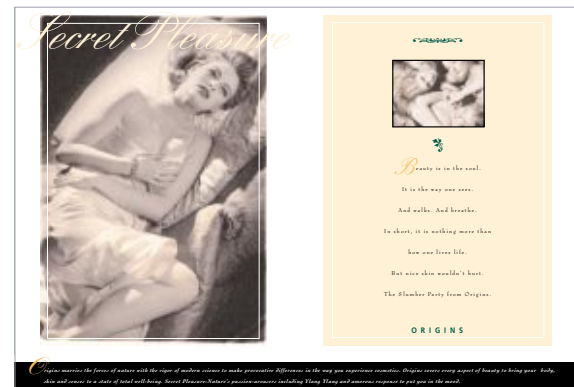


ORIGINS: BRAND STRATEGY DEVELOPMENT



BRAND ACCOMPLISHMENTS

- Established new brand strategy to meet specific category success criteria:
  - Look good
  - Smell good
  - Feel good
- Created multi-sensory branding exercise that transformed the retail consumer experience.
- Developed product naming strategy that targeted emotional benefits (i.e., Peace of Mind).
- Produced retail packaging architecture.
- Created advertising and promotional campaign that elevated brand beyond beauty and skin care benefits.





NANTUCKET NECTARS: SUPERNECTARS PRODUCT LAUNCH



BRAND ACCOMPLISHMENTS

- Launched first line extension and strengthened leadership position against “natural, all juice” imitators.
- Focused on authentic properties of featured ingredients to reinforce legitimacy of the brand while spurring growth of nutrient- and mineral-enhanced products.
- Developed formulations in concert with founders to create mysterious yet appealing appearance that exploited see-through properties of glass bottles.
- Created specially molded oversized bottles to attract impulse purchaser and build shelf dominance.
- Secured early lead in nascent “specialty” health juice category while laying foundation for future brand extensions among consumers, retailers and potential acquirers.

# NANTUCKET SUPER NECTARS



VISION



ENERGY



BEAUTY



POWER



BALANCE



SPIRIT



COMPAQ: COMPAQ SERVICES BRAND DEVELOPMENT



**BRAND ACCOMPLISHMENTS**

- Built forward looking vision from Digital ashes.
- Re-visioned brand from “break fix” vendor to a strategic service partner.
- Created, tested and solidified a vital new common vision across disillusioned partners, disparate international offices and distinct service units.
- Defined new brand benefits, values and service offerings that created an expectation of accelerated evolution and strengthened competitive position.
- Rolled out new global messaging and brand identity across all communications to over 40,000 employees.
- Distributed stringent self-service brand guidelines to ensure compliance across global network of offices and extensive vendor pool.
- Instilled disciplined brand behavior in the marketplace.





NEC TECHNOLOGIES: BRAND DEVELOPMENT



BRAND ACCOMPLISHMENTS

- Redefined NEC's retail presence.
- Established premium brand position to re-establish integrity of its high-quality heritage after the Packard Bell merger.
- Positioned NEC brand with strong emotional anchor to secure customer mindset.
- Established product identity program throughout product and packaging that built relevant brand equity.
- Created and enforced brand mandate that drove promotions and advertising activities.
- Increased market share by 27+ points and brand awareness by 63%.



NEC Technologies

