

# Living Our Brand

Nead Brand Partners'

## *Manifesto*



### We believe the world needs more acorns.

Not just the kind that plump up the neighborhood squirrels or find soil and grow into towering oaks. The “acorns” we value most are the seeds of opportunity that come from providing amazing service and advice as a valued partner. Perhaps you’ve shared an acorn recently? It could be the time you took to mentor a young professional, or maybe it was the brutally honest advice you gave a client when they needed it most and appreciated it least. We understand that the most valuable acorns are often the most difficult to dole out.

### What do acorns have to do with branding?

Well, everything. We admire businesses that understand they exist at the pleasure of their customers. They are the rare companies that live their values every day, even when it’s inconvenient or unprofitable. These companies have acorns to spare and the potential to become great brands.

There’s no model for a holistic branding company, so we applied our combined 30+ years of communications experience to build Nead Brand Partners from the ground up. As a result, we’re constantly refining and learning as we go. We know this part never ends. The reward has been that we don’t get bogged down by preconceptions or infatuated with complex processes. Instead, we collect honest answers to direct questions, put together workable plans, and take action. We let our clients be themselves, take calculated risks, and learn from their customers. It’s really that simple. Not easy, but simple.

What you get from us is a strategic brand plan to help you connect with your clients powerfully and consistently. We then create memorable marketing tools in all media to put your message out there. We will work our tails off to intimately understand your business, earn our place as a trusted partner, and do what’s necessary to keep your brand on track.



### Our dream:

To become the brand standard for service businesses. We know how challenging it can be to sell commitment rather than commodities and to grow a company based on values, not just quarterly earnings. We know that many companies can’t or won’t take the road strewn with rocks and brambles. We don’t blame them, but we also won’t work with them. We will continue to thrive by building relationships with service firms who are passionate about what they do and who expect hard work and tough love from their partners. In return, we’ll continue to develop great solutions, improve our craft, recruit excellent people, explore new media, host power parties, and work hard to make a lasting difference.

We believe that only scattered “acorns” have a chance to become magnificent oaks. Or amazing companies.



**NEAD**  
BRAND PARTNERS

GROW WISELY.