



## **Brand Brief**

**Brand Essence:** Sonnhalter is comprised of real, unpretentious people who are unbridled in their passion and who always strive to collaboratively exceed the needs and expectations of the brands they serve, themselves and one another.

**The Brand Experience:** In a fast paced world where ROI is no longer a luxury, but a necessity and where your competitors are not only next door, but across the world, it's hard to stand out and grow your business without standing out amongst your competitors. Sonnhalter works to give a voice to our clients' companies and ultimately help them succeed. Our ideal client is our partner, one who is as determined to grow their business as much as we are and one that we can also call our friend. They believe in us, our thought leadership, and trust us to do our job, just as we trust them to bring ideas to the table. They feel that we are a vital link to making their business succeed and we know that they are our lifeblood. It is a relationship of mutual respect, and mutual success and it is this spirit of reciprocity that we uphold in our interactions with our clients, and with each other. And we stay focused on what we truly know – the niche in the B2B world of businesses that target the professional tradesman and the industrial environments and vertical industries that peripherally surround the trades. We embody a cradle-to cradle mindset, driven by an equal respect and weight given to great strategies and flawlessly executed tactics.

**Brand Differentiation:** We have an attitude. But not the type of attitude one would expect from a marketing communications firm. We thrive on rolling up our sleeves for and with our clients to define, set, reach and exceed their sales goals, all the while solving the toughest of problems. From advertising to PR to stubborn sales and product issues, we pride ourselves on being right there in the trenches with our clients—constantly, relentlessly disrupting, adapting and evolving on the slippery bubble's curve encasing today's fast-paced world. Just ask them. And when we fight the fight, we always, always keep one thing crystal clear—all those human beings out there known as the target audience. And nobody knows these target audiences better than us, because that's what we've been doing for over 30 years. But don't think that we have gotten complacent in our years of experience – we are always challenging each other and our clients to raise the bar, to never be satisfied with the status quo and to embrace a spirit of evolution.

**One Lead Thought:** At Sonnhalter, we know who we are, and we get to know our clients and their markets better than anybody else. No one works harder and is as passionate about growing clients' sales, and no one enjoys seeing their clients succeed more.