

## WE BUILD THE BRAND!

WE ARE BRAND COMMUNICATIONS DESIGN. WE DELIVER STRATEGY AND IMPLEMENTATION THAT CHANGES THE GAME, BY NEVER FOLLOWING THE RULES. WHILE OTHERS SAY YES, WE ASK "WHY." WE THEN FIND THE RIGHT ANSWER, NOT AN ANSWER.

BRAND COMMUNICATIONS DESIGN ARE ADVERTISING, DESIGN, MARKETING, EVENT, PROMOTION AND COMMUNICATIONS PROFESSIONALS EXPERIENCED AT LAUNCHING, BUILDING, RESTORING AND CREATING SOME OF THE MOST ICONIC BRANDS AROUND. BUT WE'RE MORE THAN JUST "SUITS, AS THE TEAM HAS WORKED WITH SOME OF THE MOST GAME CHANGING LEADERS IN BUSINESS, CANNABIS, SPORTS, TECHNOLOGY AND ENTERTAINMENT FROM THE 20TH AND 21ST CENTURIES.

AN ALL VIRTUAL AGENCY, THE STRATEGISTS AND OPERATORS AT BRAND COMMUNICATIONS DESIGN SHOULD BE YOUR TEAM FOR YOUR MARKETING, ADVERTISING, DESIGN AND COMMUNICATIONS.

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## WHAT WE OFFER

### DISCOVERY

- Competitive Analysis
- Internal & External Interviews
- Customer & Sale Channel Audits
- Visual Experience Audit
- Industry Audit

### RESEARCH & PLANNING

- Qualitative & Quantitative
- Brand Planning
- Communication Planning

### COMMUNICATION

- Media & Analyst Relations
- Industry & Community Relations
- Crisis Management
- Social Media

### BRAND STRATEGY

- Story
- Positioning & Messaging
- Naming
- Architecture

### BRAND IDENTITY

- Logotypes & Brandmarks
- Corporate Signature
- Copyright & Trademarks
- Style Guide
- Digital Asset Management

### SALES SUPPORT

- Collateral & Videos
- Presentations
- Conferences & Trade Shows

### DIGITAL MARKETING

- Website(s)
- SEO/SEM
- Social Media
- Earned, Owned & Paid Media
- Email & Mobile

### ADVERTISING

- B2C & B2B
- Media Planning & Buying
- Integrated Campaigns
- Promotions
- Event Marketing
- On-Site Branding
- Promotional Items
- Packaging

## WE BRING EXPERIENCE



### **ANDY ABRAMSON** PRINCIPAL, STRATEGY & COMMUNICATION

Oversees and manages the agency specializing in asymmetrical marketing and value creation based communications, brand strategies and tactical implementation across the full spectrum of marketing services. Andy offers extensive experience with technology, online and media start-ups. Also, over 42 years of sports and consumer marketing, journalism, information dissemination and public relations with The Philadelphia Flyers, , Denver Nuggets, Celebrity All Star Hockey Team, The Upper Deck Company, FCB/Impact, Comunicano. Over the past 18 years 46 of Andy's Comunicano clients have exited via IPO or M&A creating more than \$5 billion dollars in real value for investors.

### **RODNEY IGE** PRINCIPAL, STRATEGY & DESIGN

Is responsible for the agency's creative development, design and production services. He led design team at Foote Cone & Belding, directed the branding group at Eisaman, Johns & Laws Advertising and as co-head of marketing at Universal Studios Home Entertainment was responsible for all creative output across trade and consumer advertising, product packaging, sales support and all events. From there, Rod served as General Manager for DZN The Design Group and Eclipse Advertising with full responsibility of the agency's operations, planning, account services, recruiting, creative management and business development.



### **BILL RYAN** SVP, BRAND STRATEGY

When Steve Jobs re-took Apple's helm, he called on Bill Ryan and his Niehaus Ryan team to manage Apple's turnaround and to launch the iMac. When two internet entrepreneurs at Stanford with a little-known enterprise called Yahoo! wanted to burst onto the national scene, they too turned to Ryan. For more than 25 years, Bill has helped create, shape and evangelize breakthrough ideas that define market landscapes and drive demand.

### **JOHN FOX** SVP, CLIENT DEVELOPMENT

John brings over 35 years of advertising agency experience to BCD. After earning his MBA, he entered the ad agency arena working in Account Management and Business Development. Throughout his career John was at several well-known branding and communication companies including BBDO, Grey, Saatchi & Saatchi and Bozell. His account wins and clients over the years include Campbell Soup, Dodge Cars and Trucks, Pillsbury, Procter & Gamble, General Electric, State Farm, JC Penney, Western Union and Toyota Cars and Trucks. Most recently John has worked closely with several Southern California-based ad agencies to lead their business development efforts in the entertainment and tech arenas.



### **PAT GARVEY** SVP, CLIENT RELATIONS

Pat is a digital media executive with a unique blend of expertise in brand marketing, digital media technology, and content creation. His wide scope of his experience ranges from some of the world's most preeminent brands (e.g. Disney, Electronic Arts, Mattel, etc.), all the way down to being employee #1 in an e-commerce start up. Pat has "done it all", and his mission now is to help his clients get it done. He applies his deep knowledge and experience to every engagement, and focuses on "moving the needle" for his clients.

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## WE'D LOVE TO TALK ABOUT YOUR BRAND!