

BURN

Light a fire under your brand.

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What makes some brands so hot while others burn out so quickly? The answer is as simple as something we all learned as children. The people behind the most successful brands know that when the competition heats up, they should stop, drop and roll.

Stop

Stop talking and start listening. Take the time to know your target audience, not as a collective "audience," but on a more individual level.

Drop

Drop back for a view of the big picture. Create a strong strategic plan and continually evaluate your success, both short-term and long-term.

Roll

Roll out a campaign that makes your customers smile. There's a difference between frivolous creativity and strategic creativity. Not recognizing this difference is how you can tell the legitimate hot brands from the flashes in the pan.

Meet your fire marshals.

Jeff Berney

Brand Evangelist | Writer

Writers see things differently than most people. They notice little things like the tone in someone's voice or the look in their eye as they speak. Even the tiniest details rarely escape their attention. And it is these tiny details that, when put together, create a more brilliant picture of the world around us.

The secret to great marketing and branding campaigns lies in these often overlooked details, which Jeff uses to really get in touch with a brand's target audience, to feel what they feel and to experience a brand through their eyes, so that these valuable consumers are drawn to the brands he promotes.

For more than a decade, Jeff has been helping brands create successful marketing and advertising campaigns built on sound strategy, insightful thinking and a little bit of creative lunacy.



Sarah Hudson

(Previously Sarah Kelsey –

Congrats Mrs. Hudson)

Brand Evangelist | Art Director

Art directors are always trying to perfect the world around them. They draw out and draw attention to the little things that most of us never see on a conscious level but would certainly miss if they weren't there.

That's the power of imagery. It transcends language barriers. It knows no age limits. It levels the playing field, and when done right, it turns mere advertising into art. This is the magic that Sarah brings to every client.

Great art directors like Sarah know that advertising isn't just art, it's the art of commerce. Yet they also know that without a little art, most advertising would be ignored.

For over 15 years, Sarah has been helping to connect brands with consumers by drawing them together with very strategic, and highly artistic, advertising campaigns.

The perfect match.

Your advertising should be an extension of your company's personality. It should engage your customers, opening a two-way dialogue. It should be easy to identify as your brand, and it should be hard to ignore. That's where we can help.

We are trusted advisors who can deliver long-term strategy to help make your brand vision a reality. But we're also humble members of your marketing team, ready to relieve you of the daily tedium so you can spend more time managing your business.

We don't have to tell you how fast the world moves, but we can assure you that we're nimble enough, and passionate enough, to help you stay one step ahead of your competitors.

Ready to ignite your customers' passion?

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