



RUSSO is a Strategic Branding Agency – and as a branding agency, we are believers. Here we believe in the promise behind the brand and that by changing the conversation we can inspire and motivate consumer behavior regardless of industry, size or location.

## AGENCY LEADERSHIP



**Jaci Russo, P.C.M.**  
CEO/Strategist



**Michael Russo**  
Chief Creative Officer



**Molly Daigle**  
Sr. VP Brand Development



**Simone Ancelet**  
Sr. VP Brand Development



**Slade Scherer**  
Sr. VP Business Development

## AGENCY FACT SHEET

# 2001

*Founded in 2001 by* CEO Jaci Russo and Chief Creative Officer Michael Russo



*Trademarked Branding Process* that permeates branding at all levels of marketing, advertising, interactive and digital media



*National perspective* with a team of experienced branding professionals from across the country – serving clients in a wide variety of industries



*We are what you see*, with a named partner engaged with every client and project pricing to ensure transparency and accountability



*Where creative and strategy live in harmony*; Unique leadership, where our Chief Creative Officer and Senior Brand Strategist are also founding partners

**Headquartered in Lafayette, LA**

**brandrusso.com**

/brandrusso

/brand\_RUSSO

/brandrusso

## AGENCY SERVICES

### Strategic Brand Planning

- Brand/Market Research
- Target Audience/Competitor Profiling
- Psychographic and Demographic Analysis
- Media Assessment
- Lead Generation
- Tradeshow Support and Strategy
- Traditional and Digital Media Planning and Buying
- Sales Strategy and Training

### Creative

- Brand Identity/Logo Development
- Brand Standards/Guidelines Development
- Marketing Materials Development
- Messaging Development
- TV/Radio/Digital Media Production
- Graphic Design
- Collateral/Print Materials
- Packaging Design

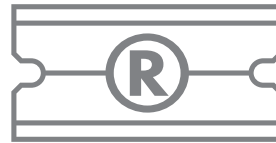
### Interactive/Digital

- Social Media Development/ Management
- Website Design/Programming
- Blog Development

### Public Relations

- Strategy
- Media Relations/Training
- Press Conference Coordination
- Crisis/Event Management
- News Release Campaigns

## OUR PROCESS



Razor Branding™ develops brands from the inside out, establishing a series of branded touchpoints that form emotional connections with the consumer. Developing these connections relies heavily on understanding the psychographics of audience behavior and not just demographic profiles that rarely tell the whole story.

*The process utilizes 4 primary elements to achieve these goals:*



**FOCUS** - (The Who) helps define who you are and who your audience is through the use of consumer insight, demographics, psychographics, and personality profiles.



**PROMISE** - (The Why) defines that one differentiating and powerfully compelling quality that makes your brand razor sharp - in effect, the promise behind the brand.



**CONNECTION** - (The What) establishes your "voice" and a messaging system that is based on your defined brand promise making you the preferred choice over the competition.



**HARMONY** - (The Where) identifies and develops a series of branded touchpoints that establish trust - connecting with your audience where they live, work, and play.