



**Great Brands.
Great Brand Builders.**

Brand Marketing that Nets Results

RESEARCH • STRATEGIC PLANNING • BRAND NAME DEVELOPMENT • IDENTITY DEVELOPMENT • PROGRAM DEVELOPMENT AND IMPLEMENTATION

An accurate and effective brand strategy is essential to drive your organization's marketing and contribute to its ability to reach target audiences and achieve measurable results. It must be considered at every turn and integrated into every facet of the organization in order to establish desired behavior, brand preference and shareholder loyalty.

Sweeney helps organizations understand their position in the marketplace, establish their brand strategy, develop powerful marketing and communications programs and implement creative, on-target tactics that achieve critical business objectives.

Brand Development and Marketing

Research, strategic planning and tactical implementation are the cornerstones of our brand development and marketing services.

- Diagnostics
- Strategic Planning
- Product/Service Launching
- Education and Involvement
- Graphic Design
- Publicity & Media Relations
- Special Events
- Direct Marketing
- Advertising
- Promotions

Our Brand Promise

Sweeney develops and markets brands. Sweeney delivers results. Sweeney guarantees a return on your brand marketing investment.

Client Experience

Since our establishment in 1986, Sweeney has been actively involved in the development and management of consumer, business and industrial brands for a wide range of clients, including:

- ANTARES MANAGEMENT SOLUTIONS
- ASSURANT PRENEED
- AVERY DENNISON
- BLUE CROSS & BLUE SHIELD OF OHIO
- BOSTON MARKET
- BRADEN SUTPHIN INK COMPANY
- CLEVELAND CLINIC SPORTS HEALTH
- FAIRPORT FUNDS
- FORTIS FAMILY
- GOODMAN CONVEYOR COMPANY
- HY-TECH PRODUCTS
- LARSEN ARCHITECTS
- MAGIC AMERICAN
- MCPc
- MEDICAL MUTUAL OF OHIO
- MOSQUITONIX
- NORDSON CORPORATION
- NORTH COAST HEALTH MINISTRY
- PRICE CLUB
- PROFORMA
- RUSSELL HOBBS
- WALGREENS
- WEAREVER
- WESTIFLED SHOPPINGTOWNS
- YARN REEL

