



Brandt Ronat + Company (b r + c ) is a mature consulting and design firm specializing in creating brand and business sector positioning strategies, along with communications solutions, advertising and collateral systems that sustain.

The core strength of b r + c can be described by three words: **analytical, strategic, creative.**

#### **ANALYTICAL**

The only way to discover where you need to go is to find out where you are. We are experts in customizing diagnostics; and we couple this smart inquiry with tactical discussions and recommendations. Working with stakeholders on both sides, sharing information and insights, is the ideal relationship foundation that informs our methods and inspires great solutions.

#### **STRATEGIC**

This firm's talents lie in seeing the brand and the challenge from many points of view, in context of your audiences and the market. We create active strategies, not reports that sit on shelves. We help you make choices about needs and materials, budgets and timelines. We also have experience working in tandem with other consultants and internal marketing departments, product development teams and so on—and we welcome that collaboration.

#### **CREATIVE**

Inspired creative, based on analysis and strategy, is our crown jewel. We develop marketplace-savvy messages that resonate with audience groups and impact people to react, act, adapt, adopt and believe. b r + c has the creative power, the portfolio and the case studies to prove our creativity and our value in terms you will understand and can appreciate.

#### **CAPABILITIES**

- Custom Diagnostics
- Needs Assessment
- Analysis of Brand
- Communication Audit
- Collateral Analysis
- Site Review/Surveys and Other Inquiries
- Creative Strategies and Consultation
- Brand Identity/Brand Positioning
- Advertising/Public Relations
- Graphic Solutions
- Electronic Communications
- Environmental Design
- Trade Shows
- Wayfinding
- Product Launches
- Facility Expansions
- Event Identity/Strategies
- Recruitment Campaigns
- Video Consulting/Scriptwriting
- Video Productions/Web Video
- Web Site Strategies/Design
- Flash™ and Animated Graphics
- Customized Marketing Presentations
- Viral and Guerilla Marketing
- Hispanic Market Development

*Brandt Ronat + Company was incorporated in 1991.  
Our relationships with clients have been long and successful;  
and today we are proud to say we still work with our very first client.*

Please contact Ryan Brandt at [ryan@brc60.com](mailto:ryan@brc60.com) or  
1.321.259.0024 :: [www.brc60.com](http://www.brc60.com)