

## FREQUENTLY ASKED QUESTIONS

### Q. Please explain the differences between Branding and Advertising

**A** Both of these marketing disciplines require a synchronized, integrated marketing plan in order to effectively build market share and brand awareness. Initially, with a launch of a new product/service, or repositioning an existing one, a brand is developed – that incorporates a new position, name and brand image. With the foundation of a well-conceived brand platform, a highly creative and target relevant advertising campaign can be very effective in generating awareness and stimulating sales.

### Q. Does Hanson offer Branding and Advertising services?

**A.** Today's marketing opportunities with multiple touch points and media tools require an integrated brand and communications approach. This allows a single powerful brand image and message to be carried across multiple channels – including web, direct, conventions, print, transit, word-of-mouth, etc.

### Q What are the advantages of being located in Philadelphia?

**A** Being located in the heart of the Northeast corridor gives Hanson Associates access to the best creative minds and strategists on the planet. Easy access to both New York and Washington DC allows us the opportunity to service the world's largest business community.

As demonstrated by successfully servicing clients throughout North America, Europe and Asia, Hanson Associates uses the latest technologies to communicate with our clients. As an enhanced creative services offering, our global network of creative and production partners provides our clients with an unsurpassed global/local market intelligence, relevant creative and production quality.

### Q. How can Hanson Associates be effective in my specific industry?

**A.** As brand experts, Hanson Associates looks at each project as a unique opportunity to build market share and increase sales. Because of our multiple skill set and crossover creative approach, we dive deep into understanding your company or product's positioning and use this intelligence to create highly relevant integrated brand and advertising solutions for your specific category.

Our strategic process blends our client's vision with customer's needs to create a strong, unified brand message that drives category growth with significant ROI.