

TAIJI

welcome to taiji brand group



We strengthen the core of your brand and your business.

Brands with a strong core stand for something real, and inspire deep loyalty. We strengthen our clients' brand and business core from the inside out by focusing on leadership, alignment and communication. Our powerful processes and outputs reveal what is truly unique, appealing and relevant about a company, product or service. The end result is an authentic brand that enables staff to pull in the same direction, creates meaningful customer experiences, and generates lasting business and social capital.



THE CASE FOR BUILDING BRANDS FROM THE INSIDE OUT



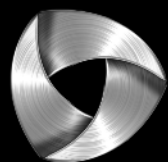
WHEN WE ALIGN OUR VALUES WITH OUR ACTIONS, GREAT THINGS HAPPEN. THERE'S AN INNATE, KARMIC INTELLIGENCE TO BRANDING. IT EITHER WORKS OR IT DOESN'T, AND THE FINE LINE BETWEEN SUCCESS AND FAILURE HINGES ON BEING REAL. THE BEST CREATIVE IN THE WORLD CANNOT OVERCOME A BRAND BUILT ON INSINCERE VALUES OR AN UNHEALTHY CULTURE. THAT'S WHY WE ASPIRE TO BUILD LIVING, LASTING BRANDS FROM THE INSIDE OUT — REALLY GREAT BRANDS THAT COME FROM THE RIGHT PLACE AND SIT ON A SOLID FOUNDATION. BRANDS THAT TELL THE TRUTH AND PROJECT DEPTH AND HUMANITY.

Twenty-five years of branding experience have taught us a lot. Most importantly, we've learned that the approach needed to grow a strong brand that people will invest their loyalties in is the same one required to build a great organization. Build a solid, strong brand and you'll end up with a solid, strong organization. And vice versa. We work with you to uncover your core strengths and values, and then we use these to define, differentiate, operationalize and communicate an authentic, dynamic brand that everyone can get behind. We call this process branding from the inside out, and the result is a sustainable brand and a strengthened core.

A brand is so much more than a name or a logo. Done well, it helps make high level strategies and ideas accessible; provides a lens for business decisions; and rallies people around a common purpose and direction. But — that's just on the inside. Externally, brands serve as powerful beacons to the right customer, facilitating "conversations" around shared values and ideas. They create unshakable bonds that can weather any crisis. They protect market share by amplifying differentiation. A steady investment in your brand is rewarded by lasting competitiveness — even through the tough times.

Brands are created and strengthened by people, not by fancy advertising campaigns.

We're helping
Vancouver Island's
largest scrap
metal company
change the future
of recycling.



STEEL PACIFIC
RECYCLING

Keep it in play.



Start with a compelling idea. Brands have to be relevant as well as innovative. Customers want to know (and feel good about) the real story behind the brand and its owners.

Positioning is everything. Brands are about the differences, not as they exist on paper, but in the hearts and minds of customers. A focused brand knows exactly what it is, how it's different, and why people love it.

Globalism fosters tribalism. In today's global economy, branding has shifted from features and benefits to experience and tribal identification. It's less about "what the brand does" and more about "what it makes you feel" and "who it makes you".

A brand is a promise. Brands will only succeed in the long run if they deserve to. Consumers are both savvy and cynical. And, they rarely give second chances to disingenuous brands that have disappointed — or worse — broken their promise.

Strong brands are a central organizing principle. A brand's promise, positioning and values become the leadership lens through which business decisions are made. The brand becomes so ingrained that decision-makers consciously ask themselves "how will this affect our brand?"

It's all about the experience. An excellent product or service is no longer enough to win customer loyalty; people want a great experience too. Customers switch because of brand experience far more than product performance.

Genuine brands are built from the inside out. Employees who actively and enthusiastically engage in delivering the unique brand promise every day build long-term customer loyalty. Employees have to buy in, not be beaten in. This requires brand-engaged leadership who invest in supporting people in their critical role as brand ambassadors.

A focused brand knows exactly what it is, how it's different and why people love it.

We're helping
Community Futures
fuel economic
diversification in
rural Alberta by
supporting small
business.



Loans and support
for small business.



SMART PROCESS = STRONG BRAND



In twenty-plus years of helping clients build their brands, we've honed three particularly effective and unique approaches.

- > A streamlined but highly energizing process that engages the organization without being draining (or dragging on)
- > A succinct, “no fluff, no filler” brand strategy, so simple and compelling that everyone in the organization will “get it” (and love it)
- > A highly practical brand toolkit that gives widespread access but protects the integrity of the brand over time.

We believe we have developed one of the best branding processes for small to mid-sized organizations anywhere — a perfect blend of process and pace.

A snapshot of our process:

1. Auditing the brand
 - > Key Message Matrix
 - > Strategic Plan review
2. Getting input, building engagement
 - > 360° Brand Feedback Survey
 - > Brand Input Workshop
3. Blueprinting the brand
 - > Brand Positioning, Promise, Personality
 - > Brand Symbols and Expressions
4. Operationalizing the brand
 - > Internal cascading brand launch
 - > Brand champions training
5. Launching the brand
 - > External brand launch
 - > Community/media relations
7. Building brand engagement
 - > Ongoing two-way communications
 - > Measurement and monitoring

be curious

To get where you need to go, you have to be willing to step back a bit. Fresh, clear perspective is everything. That's the value we bring. We start each job with a discovery process that leaves no stone unturned in our quest to create great things for you. We keenly ask a lot of questions about your company, your staff and your customers, and really take the time to get to know you.

With this much care and attention paid to the quality of the soil, great things grow.

Branding is a process — not a product.

We're helping
Pacific Energy
refresh its flagship
brand of luxury
gas fireplaces.



TOWN & COUNTRY
LUXURY FIREPLACES



[rekindle your imagination]



THE TAIJI DIFFERENCE



Taiji Brand Group is a full-service, integrated communications firm with a specialization in building powerful brands. Using our proprietary methodology, we help progressive companies measure, evaluate, understand, craft and express their brands. We help companies mobilize their brand as a strategic tool and help them increase its value.

Our clients range from promising, young enterprises to established firms recognized as among Canada's 50 Best Managed Companies. We work with clients on comprehensive brand development and we also take on specific projects or parts of the branding process. With roots in both traditional communications and business consulting, we provide a unique blend of sound strategic thinking, outstanding creative and dedicated service.

Taiji provides several distinct advantages:

Size: We're large enough to provide the full range of services required to support brand implementation, yet we're small enough to give clients the priority and focus they need.

Depth: Our combined skills and experience in branding, communications and marketing is extensive, with individual career spans of over 20 years.

Talent: We're fortunate to have some of the best strategic and creative minds in this market. Our seasoned team members have worked on projects from start-ups to international brands and they've been recognized with awards ranging from Lotus to Bessies.

Value: Our unique and flexible company structure ensures maximum value for our client's investment. You'll always be working directly with senior people all of whom share the same work ethic, and extremely efficient, productive work styles. We pride ourselves on always delivering on time and on budget.

Impact: Bringing a brand to life requires investment in the people who will ultimately become the champions of the brand. We can help you build brand culture and capacity by assisting with staff orientation and training on the spirit, intent and usage of the new brand program.

No nonsense: We understand that our clients are busy. Our time-tested systems and tools are made to fit real needs and be used every day — not just look good on a shelf (we hate big fat plans that say nothing).

Ours is a unique blend of strategic smarts, creative talents and dedicated service.

We're helping a third generation keep the farm in the family and live out their dream of happy cows and a healthy planet.



Big taste from a small farm.

THE PEOPLE OF TAIJI BRAND GROUP: WHO WE ARE AND WHAT WE DO



Alice Young | Design and Production

Alice has a long career in graphic design, working primarily for advertising agencies in Ontario and BC, and is also an accomplished calligrapher and calligraphy teacher. When she is not indulging in her love of words, Alice likes to garden, hang out with her dog and practice her beginner aikido moves.

Amy Rutherford | Design and Production

Amy is a skilled designer and production artist whose attention to detail, incredible efficiency and exuberance make her a valued member of the team. A recent design-school graduate, Amy is also very involved in the Island Chapter of the Graphic Designers of Canada.

April Shepherd-Trent | Design and Production

April has over 20 years of art production experience and extremely refined typographic and technical abilities. She combines skills in design, art assembly, typography, and colour management. April ensures the integrity of the creative product throughout the production process.

Caroll Taiji | Creative Direction

Caroll's strategic thinking, innovative ideas and strong aesthetic sense contribute to a distinctive creative product that breaks through the clutter.

Caroll has 20 years of experience producing creative that has won numerous industry honours — including Lotus, Summit, Graphex and Graphic Designers of Canada “Best of Show” awards.

Claire Matthews | Copywriting and Research

Claire combines a crisp, clear writing style with a passion for organization and accuracy. She has worked both as project manager and as copywriter and researcher on projects as varied as branding websites, magazines, brochures, and every kind of associated collateral.

Dale Nigel Goble | Design and Illustration

Dale brings a well-developed and entirely unique sense of aesthetic and flair to the Taiji team. Dale has over 15 years of experience in graphic design, illustration and logo development – which he accentuates with a strong background in fine arts.

Jenny Farkas | Content Direction

Jenny is one of those gifted people who happens to be able to create order from chaos. She specializes in translating brand theory and systems into practical vehicles for improvement. She is an accomplished researcher, writer, editor and project manager.

Nik West | Photography & Videography

Nik's rich, sensitive and distinctly modern photo-journalistic style is a key part of how Taiji bring brands to life. He has created comprehensive image banks for many Taiji clients, and they love how he helps portray the essence of their people, operations and products in living colour.

Wayne Taiji | Strategic Planning

Wayne has accumulated over 30 years of marketing, branding, business management and training experience. He specializes in integrating overall corporate business development goals with strategic branding, both externally and internally. He is also instrumental in developing and delivering the brand coaching and training to our clients.

Zachariah Crow | Web Development

Zachariah has been developing websites for over 8 years. His specialty is making simple interfaces and web pages that hide complex applications, use intuitive navigation and have clean lines and appealing colours. Zachariah loves problem solving and finding the simplest, most elegant way to accomplish the task at hand.

The exceptional collection of talent, skills and experience is the hallmark of our own brand.



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