

# **[Agency] Passion Brands**

**BMA Hudson Valley  
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tangible and intangible  
characteristics which  
shape promises and  
create relationships

# Consistency

+

# Constancy

[hallmarks]

[ everything starts with]

**DESIRE**

Too much  
**performance;**  
not enough relationship

What can we do  
today that we've  
never done before!!

Differentiating!  
Game-Changing!  
Forcing Re-evaluation!

# Objects of Desire

[whether agency brands or client brands]

# Passion

[relationships, work, success]

# Vision

[tomorrow's possibilities vs. today's realities]

# Industry Knowledge

[issues, insights, ideas]

# Advice

[consultants vs. order takers]

# Consistency

[“little things matter”-- a lot]

“It”  
[what’s yours?]

# No Self Interest

[this will move the needle how?]

# Keep Your Promises

[building or depleting your “trust account”]

# Passion

[begins and ends...]

[everything you do]

# Enhances or Destroys