|  |  |
| --- | --- |
| **Mark Bucas, Marketing Manager (Conversation #1)** |  |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|

|  |  |  |  |
| --- | --- | --- | --- |
|  |

|  |
| --- |
| "Thank you for joining me this morning. Catherin wants us to design a brand building program for our new Premier Portrait service. Our client base has grown over the years to include quite a few prosperous professionals whose children are getting married and having children. Historically, these clients have appreciated our high quality photographic portraits. However, competition is increasing and Catherin has moved into a higher value-add market with the Premier Portrait service. I have been considering the branding for this service and I would like your help in making the decision. I know you are new, but your recent education and past experience on small business e-Commerce could help me bring in new perspective on this project.”“Before we begin, I would like to show you a portrait that Catherin recently developed." |

 | pic1.jpg |

 |

|  |  |
| --- | --- |
| **Sample Portraits for Premier Portraits** |  |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|

|  |  |  |  |
| --- | --- | --- | --- |
| pic2.jpg |

|  |
| --- |
| The photo here is a family portrait that Catherin developed recently. A 40 x 60 inch portrait printed on high quality canvas resembling a Rembrandt painting is on view. Catherin used Corel painter to create the portrait employing her unique brush style and has done some embellishments using real oil paint on the portrait and has signed it using a pure gold paint. The portrait is framed in a hand carved gold leaf coated picture frame and covered with museum quality archival acrylic. The Matting for the picture is the best that is available in the industry. Catherin is very proud of her latest creation. This is the area where the prints are displayed to the customer using highest quality museum display methods. The customers of the Premier Portrait service do not get to see proofs or intermediate stages of the print. The portrait is a work of art meant to be passed on from generation to generation.  |

 |  |

 |

|  |  |
| --- | --- |
| **Mark Bucas, Marketing Manager (Conversation #2)** |  |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|

|  |  |  |  |
| --- | --- | --- | --- |
|  |

|  |
| --- |
| "Now you have seen one example of our Premier Portraits’ product that we are going to establish the brand for. The product is truly a work of art and Catherin has worked very hard to develop her technique. Our traditional market has been professionals wanting a high quality family portrait to put on display in their offices and homes. We believe the brand can be developed to appeal to corporate executives, high profile sports figures, politicians, actors and actresses and other such near famous people. We would like you to help us decide our online branding choices." |

 | pic1.jpg |

 |

|  |  |
| --- | --- |
| **Demographic Data for Potential Markets** |  |

|  |  |
| --- | --- |
|

|  |
| --- |
| Below is the demographic data on some of the potential markets.[Demographic Data Table for Potential Markets](http://www.devryu.net/ec/courses/28699/CRS-zzz-4192452/Documents/demographic_data_table.docx) |

 |