

VALUES

TO DRIVE

BRANDING

ATTRACTION

Aesthetically pleasing, presentable, draws the eye

ACCESSIBILITY

Ease of use, intuitive, efficient, approachable

ASPIRATION

Desirable, creates ambition, creates an image of aspiration and/or exclusivity

CLARITY

A clear purpose for the user, clearly defined principles, to the point

CONNECTION

Relatable, creates a positive and appreciative response from the user

CONSISTENCY

Reliable, consistent, strong reputation, accessible over various platforms

INNOVATION

Creates and develops new ways of thinking, new methods, and/or new products

INTEGRITY

States and maintains strong principles and values, does the "right" thing

INSPIRATION

Inspiring and/or motivating, leads by example, creates emotional connection

TRANSPARENCY

Honest, not pretentious, open, details are easily accessible and genuine and/or factual



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