



OUR BRAND POSITIONING

BRAND IDENTITY

TRG is the smart choice for your marketing needs. With uncompromising service and a dedication to adding value to your business through strategy-driven marketing, TRG provides solutions that are practical, sensible and sustainable

BRAND PROMISE

TRG provides strategically driven marketing plans focused on results

TAGLINE

We Think Results

CHARACTER VALUES

Smart
Trustworthy
Authentic
Down-to-Earth
Creative
Flexible
Practical
Savvy

WORD ASSOCIATIONS

Authentic
Strategic

BRAND BENEFITS

FUNCTIONAL

Actionable strategic plans:

Comprehensive
Focused

Marketing solutions that add business value:

Practical
Flexible
Sustainable

Uncompromising service:

Anticipate needs
Seek opportunities
Intuitive

Experience:

Seasoned professionals
Variety of experience

Partnership:

Focus on outcome, not output
Business results

Measurable results:

Define KRAs
Measurement criteria

EMOTIONAL

Comfortable
Trust

SELF-EXPRESSIVE

Value-minded
Results orientated

BRAND TRAITS

BRAND AS PRODUCT

Dependable
Effective
Easy-to-Use

BRAND AS PERSON

Competent
Practical
Authentic
Flexible
Trustworthy
Savvy
Reliable

