

# Brand & CX Development. The only robust, trust-based brand & CX methodology.

Because your brand is what it's trusted for.  
Because more trust is the most powerful  
experience and loyalty driver.

## The right people, processes and tools to develop and activate brands and experiences that are equally exciting as effective.

- Our inspiring team has extensive, award-winning, global brand and CX development experience.
- Our processes are honed over 30 years – with programs to empower everyone from SLT to front line to build your brand in every touchpoint.
- TrustLogic® is the perfect brand and CX model. It's true to your audience's minds. It's proven to determine 80% of your NPS, Reputation, Loyalty and Sales.
- It's the only brand & CX that shows you psychologically correct which brand values to define to truly connect.



With every point more trust,  
your performance doubles.



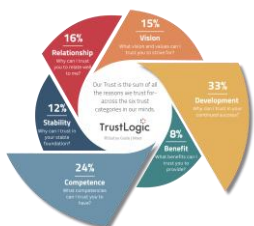
Brand & CX development is Trust development:  
Audience trust desires and needs – and your trust equity

Trust Equity      Brand Value/Experience



**Precision:**  
Clear prioritization for  
precise implementation.

**As ONE:**  
Teams empowered and  
inspired to build your brand  
trust in every interaction in  
the journey.



*'TrustLogic® is the brand connection  
between our strategy and implementation.'*  
Phil Craig, CMO, Origin Energy

*'The six dimensions of TrustLogic® are like  
the docking stations with the customer.'*  
Darren Sterling, GM Fresh Dairy, NFL