



Big Brand Agency offers \$25,000 Extreme Brand Makeover

Big Brand Agency™, February 01, 2006

URL: <http://www.pr9.net/business/marketing/3443february.html>

Award-winning advertising agency Big Brand Agency announces the launch of their \$25,000 Extreme Brand Makeover. Big Brand Agency is in search of small to mid-sized companies who realize the need to reevaluate the strength and market reach of their current organization's brand to learn more about the positive and negative impact it has on their relationship with clients, consumers, and employees.

PR9.NET February 01, 2006 - Dallas, TX - Big Brand Agency, an industry leader in brand-centric marketing and advertising design and development, today announced they are launching the \$25,000 Extreme Brand Makeover sweepstakes, (<http://www.bigbrandagency.com/win>).

"The success any industry leader has over it's competitors is awareness, market share, revenue, and a definitive key message, which all ties back to the brand. Bottom line, in order to be the strongest and most successful in any industry, you have to be focused on one thing first, the brand, and the rest will follow", said BBA's Director of Marketing Jason Dees.

He also stated, "Small to mid-sized companies typically do not focus on the importance of branding their company, or they lack the knowledge and understanding. They reach a point where they've achieved substantial success by their standards and feel why change what has worked in the past, when in reality they are missing out on so much more. Many marketing directors respond that branding is one of the many tasks their graphic designer was hired for, which is a huge mistake. We're not here only to overhaul and enhance their image and create a unified key message platform, but to increase revenue, market share, brand awareness, and to educate the client as well, to show them that branding is much more than design, much more than a logo, or a mission statement, it's their corporate culture, it's not only how they relate to the consumer, but to their employees as well.

The grand prize includes everything from branding to business cards, search engine optimization to a new web site, corporate identity, e-mail campaigns, 12 months of free hosting, plus much more.

Recently Big Brand Agency was asked to rebrand a 30-year old Houston-based civil engineering company. The CEO of the company had begun to realize that what he thought was once a huge goal (5 million in revenue), was now the first step, and by rebranding and employing an effective and aggressive marketing and message platform that he could show the full strength of what his firm had to offer by expanding services and increasing revenue along the way.

Big Brand Agency has a solid track record of assisting such companies as IBM, Pier 1 Imports, YAHOO!, American Airlines, Verizon, RadioShack, Fossil, Greyhound Lines, Equal Health and Mary Kay in order to increase profitability and create a successful competitive advantage.

You can logon, learn more and enter the sweepstakes by visiting <http://www.bigbrandagency.com/win>

###

About Big Brand Agency™

Since 1998 Big Brand Agency™ (<http://www.bigbrandagency.com>) has brought a unique brand-based perspective to our client's critical business issues. We firmly believe that a brand is just as valuable of an asset to an organization as it's people, equipment, and capital. As such, the brand requires nuturing and investment as any other asset if its value and strength is expected to grow over time.

Through web, print, film/tv, SEO, public relations, marketing, and advertising Big Brand Agency™ has a solid track record of turning existing brands into category leaders. We've assisted clients such as IBM, YAHOO!, American Airlines, Verizon, Pier 1 Imports, RadioShack, Fossil, Greyhound Lines, Nickelodeon, Mary Kay, and Citgo in maintaining and adding value to their brand in order to increase profitability and create a true competitive advantage.

Website: <http://www.bigbrandagency.com>

E-Mail: extra@bigbrandagency.com