

‘Be’ Campaign

Objective

- To create an overarching position for **BNO** that delivers on its core strength from a unique perspective that can be used in all marketing, and business development efforts.

Approach

- **Ensure our idea keeps people thinking** & not just talk about ourselves.
- Attempt to bring out *Emotion*.
- **Connect the idea to correlate with BNO:**
 - Brand
 - Website
 - Shirts
 - Social

Be Above Be Professional Be Extraordinary Be Calm Be Above Be Professional Be Extraordinary Be Calm
Be Great Be Dynamic Be Authentic Be Wise Be Great Be Dynamic Be Authentic Be Wise
Be Kind Be Elegant Be Brave Be Happy Be Kind Be Elegant Be Brave Be Happy
Be Smart Be Lively Be Patient Be Brave Be Smart Be Lively Be Patient Be Brave
Be Weird Be Proud Be Funny Be Direct Be Weird Be Proud Be Funny Be Direct
Be Bold Be Ambitious Be Determined Be Warm Be Bold Be Ambitious Be Determined Be Warm
Be Fun Be Courageous Be Adventurous Be Cool Be Fun Be Courageous Be Adventurous Be Cool
Be Above Be Professional Be Extraordinary Be Calm Be Above Be Professional Be Extraordinary Be Calm
Be Great Be Dynamic Be Authentic Be Wise Be Great Be Dynamic Be Authentic Be Wise
Be Kind Be Elegant Be Brave Be Happy Be Kind Be Elegant Be Brave Be Happy
Be Smart Be Lively Be Patient Be Brave Be Smart Be Lively Be Patient Be Brave
Be Weird Be Proud Be Funny Be Direct Be Weird Be Proud Be Funny Be Direct
Be Bold Be Ambitious Be Determined Be Warm Be Bold Be Ambitious Be Determined Be Warm
Be Fun Be Courageous Be Adventurous Be Cool Be Fun Be Courageous Be Adventurous Be Cool
Be Above Be Professional Be Extraordinary Be Calm Be Above Be Professional Be Extraordinary Be Calm
Be Great Be Dynamic Be Authentic Be Wise Be Great Be Dynamic Be Authentic Be Wise
Be Kind Be Elegant Be Brave Be Happy Be Kind Be Elegant Be Brave Be Happy
Be Smart Be Lively Be Patient Be Brave Be Smart Be Lively Be Patient Be Brave
Be Weird Be Proud Be Funny Be Direct Be Weird Be Proud Be Funny Be Direct

Our clients can

Be Anything

BNO

'Be' Campaign

Puts our clients wants and needs **first** *while injecting our creativity* into their vision.

'Be' provides a good message that companies should strive to 'Be' different than competitors and focus on their core strengths and established values.

'Be' Platform

It is not about doing more of the **same** or what is *safe*. With the 'Be' campaign we encourage companies to take risks and "Be Above" the competition, Be Bold, Be Captivating, and Be Nothing Ordinary. How can we help to discover your 'Be'?

“What’s your Story?”

Brand stories.

Crafted and elevated in digital, video, print, social, and experiential.

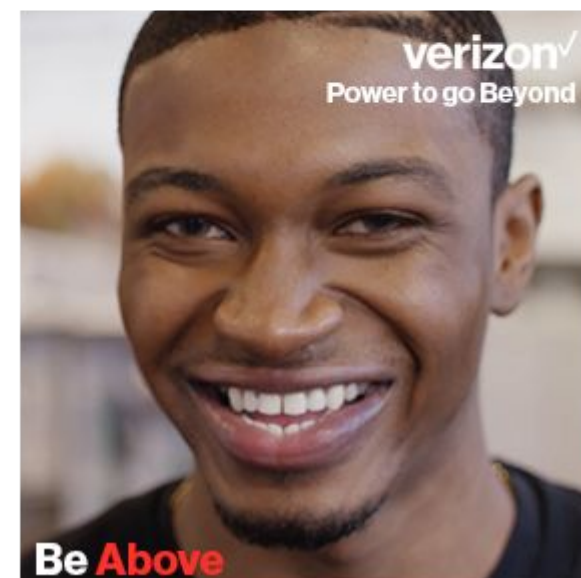
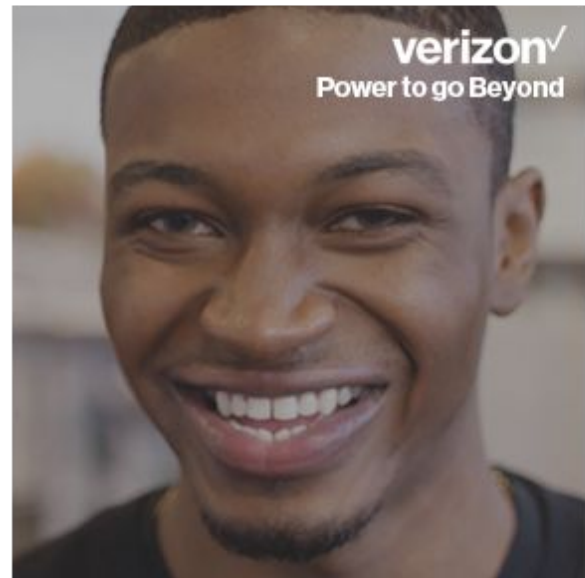
Write-up:

- When working with our clients, we put our best effort into **highlighting** what makes them *unique*. To create visually stunning and effective branding, we like to get a feel for your company and what your goal is. Every company has a story and we want to tell yours. Brand storytelling that starts with you:
 - Who you are
 - Who you want to ‘**Be**’
 - Where you want to go/take your business

Website



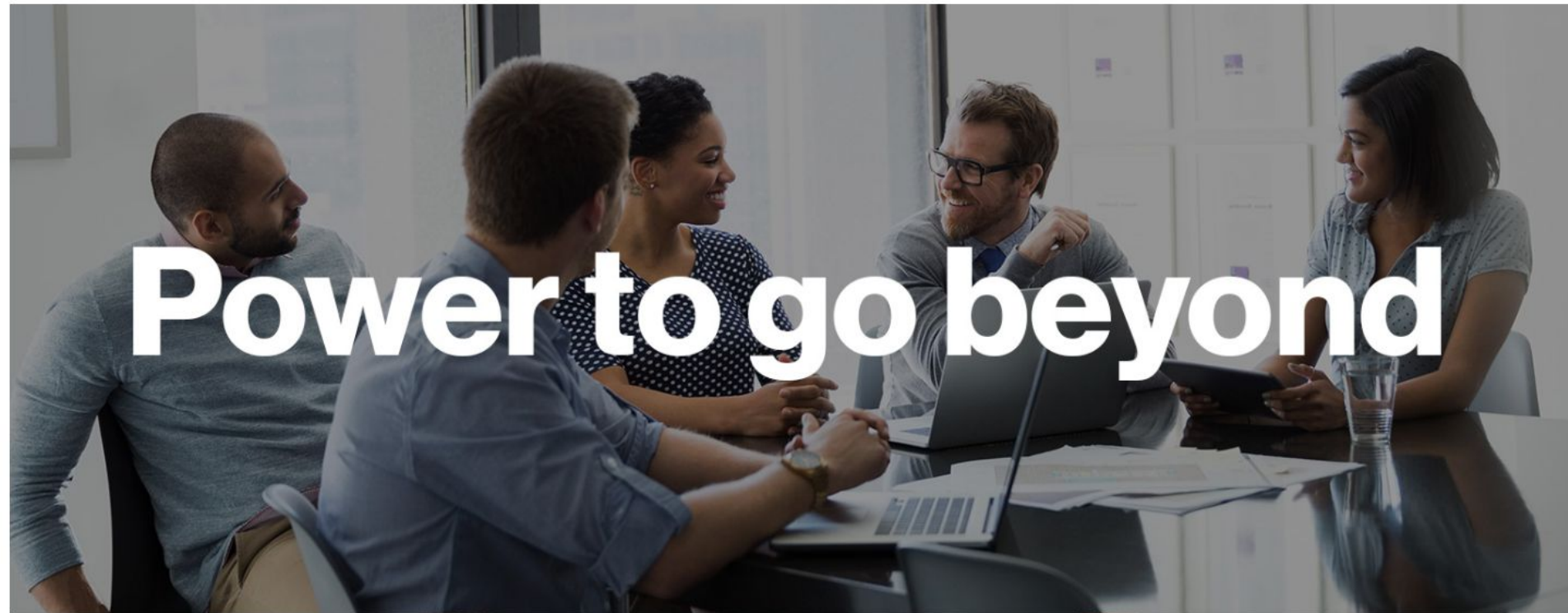
hover



Website

Verizon

Be Above 'the Competition'



Services:

Branding, Content, Creative, Digital,
Experiential, Search, Media & Analytics,
Social, Video

As a technology leader, Verizon is always searching for the best and brightest talent – from brand champions on the retail floor, to the next superstars of cyberspace. The challenge: creating a message and brand promise that could resonate among a very diverse set of candidates.

Challenge accepted. BNO created brand concepts based on key employer insights for focus group testing. From there we discovered the positioning that not only felt the most

BNO

Shirts



Social

#BeBold

#FinTech

#BeTheChange

#BeCaptivating

#Healthcare

#TheBePerspective

#BNO

#Careers

#WeBelieve

Social

#BeBold

#FinTech

#BeTheChange

#BeCaptivating

#Healthcare

#TheBePerspective

#BNO

#Careers

#WeBelieve

Comments or Questions?

Be Bold
Be Captivating
BNO