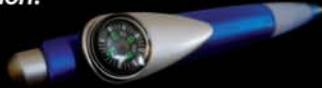


BRANDED

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THE ART OF BRANDING
BRAND PLATFORMS
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MARKETING'S PROMOTIONAL SOLUTIONS

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The DKM Philosophy Leading the Renewal

Dorry Kordahi, founder and chief executive of DKM, has been recognised by *Marketing* magazine as one of Australia's 5 most influential marketers. The DKM brand has been named by US-based LogoLounge as one of the world's 2000 most exceptional. Featured extensively in the marketing press, Dorry is working to elevate the profile of the promotions and merchandising industry. His goal; placing his industry front and centre in the marketing strategies of our leading corporations.

For most of us, our brand is our most important asset.

We spend millions building our brands, and often depend on our brands when it comes to selling our wares and earning our life-giving revenues.

We all use brands because customers come to trust them as a guarantee of quality, as a guarantee that expectations will be met.

That's why your promotions and merchandising decision making is so important. Make the right choice, and your brand reaps the benefits. Make the wrong choice, and you could damage your reputation. Leaders in the promotions industry understand this important principle.

At DKM we believe in one key idea; the idea that promotions and merchandising are about providing brand platforms.

It is about providing not just products, but ideas and concepts.

At DKM we have a code; we add value to your brand, we protect your brand, we extend your brand, we build your brand.

It is all the more important today, when many brands exist only in cyberspace or on television. Merchandising and promotional products may be the only time your customers come into physical contact with your brand.

At DKM, we work with you to understand your brand, and to make recommendations that not only set you apart, but cut through, reinforce and promote your chosen image.

At the end of the day, your customers don't need you to spend a fortune. What your customers want is reassurance that their growing confidence in your brand is well placed. Your customers want to trust your brand, and to do so they need a relationship.

The true value of any promotional idea is equal to the perceived value as seen by your customers. High quality and strong utility are just part of the equation. The real value your customers look for is confirmation that their trust in your brand is well placed.