

Michelle Sievers

From: Deanna Dukes
Sent: January 6, 2016
To: Michelle Sievers
Subject: PEMCO Brand, Campaign, and Strategy

Thanks for the opportunity to weigh in Michelle. I'm looking forward to hearing the recommendations of the consulting teams. I want to clarify for the teams the difference between "brand" and "campaign". This will give them surface area to recommend on brand, campaign and business strategy. The PEMCO brand is made up of our values and attributes which are at the core of everything we do. Our values include Responsibility, Courage and Integrity. Our Personality Traits (attributes) include: Unpretentious, Practical, Nurturing, Neighborly, Refreshing, and Discerning. The campaign that is in market, "WE ARE A LOT LIKE YOU, A LITTLE DIFFERENT" emphasizes one aspect of the brand currently, hyper-local engagement with the community. It has successfully tackled the challenge of breaking through in a cluttered category. However, our people, business practices, employees, recruiting, business development strategies and product roadmap are grounded in all of the brand attributes and values, not just the few expressed by our campaign. Brand is evergreen, campaigns can and should change over time depending on our customers, competitive landscape, company roadmap and leadership vision. Thanks again Michelle!