



Gelb's Brand Book  
A Guide for Our Brand

Gelb



Go To Market

# Purpose

This document should guide internal decisions regarding the management of the Gelb brand. It outlines what defines us as a strategic marketing consulting firm and expresses the value we create for our clients.



Enabling Business Growth

# About Us

Gelb Consulting Group is a strategic marketing firm that translates market insight into action. Our clients choose us as a trusted advisor to help them respond to market challenges and competitive threats with confidence and agility.

We use advanced research techniques to understand markets, strategic decision frameworks to determine the best deployment of marketing resources, and technology to monitor success.

Since 1965, our marketing strategy professionals have helped our clients:

- Build trusted brands
- Capture new market opportunities
- Deliver exceptional experiences
- Develop new products and services
- Protect brand equity

By 2015, Gelb Consulting Group will be the preferred strategic marketing firm in Houston as measured by our per-client revenue growth and the number of our long-standing client relationships.



Marketing Strategy

# Mission

Our purpose is to make our clients' goals for growth possible. We seek opportunities to help clients utilize marketing information to take decisive action in response to their competitive environment.

With a focus on financial and professional growth, we earn the loyalty of our clients, commitment of our employees, and the respect of our industry.

# Values

We believe:

- Self-motivated employees are the basis for our success.
- Teamwork is only achieved through open communication and a mutually respectful workplace.
- A productive work environment is essential to meeting client needs.
- Continuous improvement and the expansion of our marketing knowledge are the keys to our growth.



Marketing Technology

# Difference

We strive to be seen a trusted advisor that enables our clients' ability to grow revenue.

Our success stems from inquisitiveness about our clients' needs and their markets. And through the use of innovative marketing research techniques, well-defined strategic frameworks and the application of information technology, we can address all strategic marketing challenges.

From brand and experience management to launching new companies, Gelb is unique in our ability to impart new insight and form collaborative relationships with our clients to help them grow strategically.



Marketing Research

# Tools

We enable our clients to outsmart the competition. Our multi-faceted approach to strategic marketing integrates research, strategy, and technology.

## **Research**

Our research professionals are adept at understanding our clients' information needs and applying the most appropriate technique to answer strategic questions.

## **Strategy**

Our consultants use proven processes to support our clients' efforts to build and protect trusted brands, deliver exceptional customer experiences, and bring new offers to market.

## **Technology**

Our experienced information technology team builds web-based, real-time data management tools to ensure our clients' business intelligence investments are accessible to decision-makers 24/7/365.



Experience Management

# Experience

For our clients, Gelb consistently delivers:

- An understanding of their business and marketing challenges to help them grow
- Options to provide them with reasonable choices
- A diligent approach to project management recognizing the risks clients take and the importance of our work to their success
- A respectful experience and determination to work until they are completely satisfied

Employees can expect:

- A fast-track to professional growth with documented processes and thought leadership
- Opportunities to be an integral part of great work with world-renowned clients
- Training to reinforce strengths and support for continuous improvement
- A challenging work environment in which self-motivation, creative problem solving, professional competency, and time management are valued



Expert Witness

# Promise

Above all, we honor the trust that our clients place in us. We utilize best practices and employ the most talented and committed staff to support all aspects of strategic marketing. Being circumspect, we examine implications of information used to guide marketing and business strategy, and provide a roadmap for business growth.

We respond quickly, monitor our clients' needs, and celebrate their successes. Gelb's client focus makes our growth possible. We seek to expand the scope of each relationship as appropriate, rather than growing the volume of clients we serve.

# Gelb

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