

# VALUES

TO DRIVE

## BRANDING

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### ATTRACTION

*Aesthetically pleasing, presentable, draws the eye*

### ACCESSIBILITY

*Ease of use, intuitive, efficient, approachable*

### ASPIRATION

*Desirable, creates ambition, creates an image of aspiration and/or exclusivity*

### CLARITY

*A clear purpose for the user, clearly defined principles, to the point*

### CONNECTION

*Relatable, creates a positive and appreciative response from the user*

### CONSISTENCY

*Reliable, consistent, strong reputation, accessible over various platforms*

### INNOVATION

*Creates and develops new ways of, thinking, new methods, and/or new products*

### INTEGRITY

*States and maintains strong principles and values, does the "right" thing*

### INSPIRATION

*Inspiring and/or motivating, leads by example, creates emotional connection*

### TRANSPARENCY

*Honest, not pretentious, open, details are easily accessible and genuine and/or factual*



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