MZI GLOBAL MARKETING
Since 1987

MZI Brand Development:
Brand Strategy
Brand Communications
Management Consulting

MZI Creative Development

MZI Global's *Ethnosynergism®* market system successfully develops, builds, revitalizes and adapts global brands to new markets.

MZI Global develops print/offline brand content in the following categories:

- Advertising: print, interactive, broadcast, outdoor and nontraditional media
- One-to-one marketing/direct marketing
- Web site/web application development
- Collateral materials
- Sales force material/content
- Trade show/Road show applications
- Online forums
- Graphic design
- Experiential
- Point-of-purchase
- Large format signage
- Trade show design & management
- Trade show marketing support
- Public relations

Digital Branding
- B2B online strategic development
- Search engine management
- Interactive user perspective
- Website traffic management
- E-Business brand solutions
- Web Design/Development
- Social media implementation: Web 2.0 / Enterprise 2.0 tools

Contact MZI: 888-699-7531

Market Entry Strategies:
Ethnosynergism® Builds Competitive Brands

The *Ethnosynergism®* market system methodology, developed by MZI Global, envisions tomorrow's brands, not only for today, but also for the future.

Innovation - Branding Through *Ethnosynergism®* Market System

MZI Global combines customer insights from our *Ethnosynergism®* market system with brand management consulting teams to translate organizations' identity into a comprehensive brand strategy and full brand communications process with results such as:

- Increased brand revenue
- Speed to market entry
- Reduced brand-related costs
- Translated corporate ID & brand values
- Lasting bonds with target
- Synergized between brand & segment

Ethnosynergism® Bonds Clients Brand with Target

By implementing the powerful marketing system of *Ethnosynergism®*, our firm fosters deep relational ties between our client brands and target markets. MZI Global brand services incorporate cultural diversity, psychographics for B2C and firmographics for B2B to cover development of:

- Products/Services Brands
- Corporate Brands
- Local or Global Brands
- Umbrella Brands
- Sub-Brands and Marks
- Public Sector/Government/Social Brands

"MZI Globals' enthusiasm, inventiveness, originality and creativity seamlessly translated our firm's strategy into compelling visual images and symbols"

Sook Hee Kim
President
Mee You International

Building Global Brands

Our *Ethnosynergism®* market system approach utilizes cultural insights/values and combines them with in-depth market intelligence, which results in global brands that transcend cultural origins and borders. *ES®* market system creates brand identities that instill value, build awareness and motivate our clients to develop brand bonding for target segments (B2B or end-user/consumers).
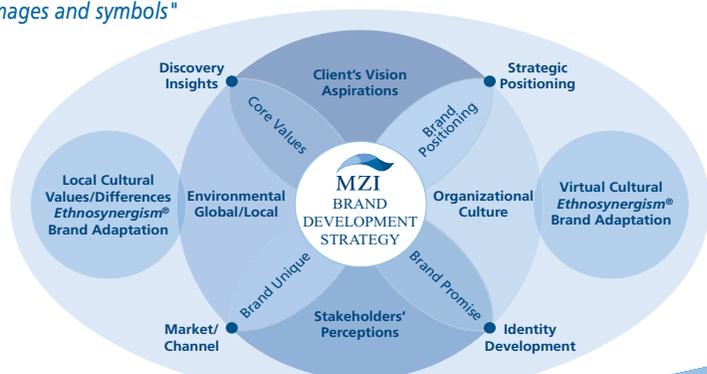
Positioning Brands for Success

Using *Ethnosynergism®* market system, our brand strategists identify the cultural, subcultural and economic parameters of prospective markets to create a unique selling proposition and distinct personality for new market entrants. We align local market needs with our clients' product, creating three-dimensional positioning to assure measurable brand values.

Reduce Brand Risk Market Entry

Ethnosynergism® market system cuts to the core of brand essence, eliminating the unknown and ensuring new brand market entry success, quickly and effectively. MZI Global's team of creative and strategic thinkers assures client's success in building local/global brands by utilizing *Ethnosynergism®* and its rewarding benefits such as:

- Increase in referrals & word of mouth
- Reduction of marketing costs
- Building customer trust & increase sales

MZI BRAND DEVELOPMENT STRATEGY — Discovery Insights · Client's Vision Aspirations · Strategic Positioning · Core Values · Brand Positioning · Local Cultural Values/Differences *Ethnosynergism®* Brand Adaptation · Environmental Global/Local · Organizational Culture · Virtual Cultural *Ethnosynergism®* Brand Adaptation · Brand Unique · Brand Promise · Market/Channel · Stakeholders' Perceptions · Identity Development

www.mziglobal.com

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MZI Global's Brand Beliefs:

Creativity is key
Adaptation is essential
Innovation is vital
Localization is crucial
Consistency is mandatory
Trust is critical

MZI Global, with a refreshingly unique market system approach *Ethnosynergism®*, provides brand solutions with a global perspective for today's challenges. We are dedicated to building respected and valuable brands and businesses for our clients world wide.

Making it our business to build your brand business, we:

- Define markets and develop values for clients product/services.
- Identify clients' competitive advantages and value proposition, with necessary cost cutting to adjust to new market environment.
- Create brand pledge and communication differentiation.
- Benchmark brand for quality standards and systems.
- New brands: define most cost efficient way to get results
- Implement aggressive brand promotion of product or company
- Create brand experience across every touch point- clients customer segment, employees, suppliers, online and offline social media, public relations, digital and print

MZI Global
SINCE 1987

22+ Years Experience
15+ Industries, 10 Languages
10 Cultures
1000+ Completed Projects
3000+ Global Network Partners

Ethnosynergism®
Building Successful Brands Globally or Locally

MZI Global believes that no matter how globalized the world continues to be, the values of national cultures are here to stay…therefore the global brand must localize to survive. The majority of people think, live and act locally, even as US citizens from other lands.

Intelligent Brand Adaptation

At MZI Global, brand adaptation begins with research. We assess current brand positioning by conducting both primary and secondary research. Using *Ethnosynergism®*, we conduct in-depth consumer analysis to uncover emotional and cultural attitudes that bond consumers to brands. These insights serve as the foundation for developing a sustainable and differentiated competitive advantage.

Converting Brand Values Into Sales

MZI Global's end-to-end branding services enables us to ensure consistency and accuracy in all of our clients' marketing materials. Our talented designers work with our brand strategists to reflect a new brand identity across all internal and external communications. We combine intelligent solutions with relevant marketing materials that resonate with consumers to convert brand values into sales.

> " MZI Global's brand strategy approach via *Ethnosynergism®* resulted in a significant increase in market share, brand awareness and ROI for Donna Vinci Brands, expanding their clientele as much as 20% into African American markets."
>
> *Danny Golshan*
> *CEO of Brasseur, Inc.*
> *Donna Vinci, Lisa Rene,*
> *DVC Exclusive and*
> *DV Couture Brands*

Connecting Brands With Buyers

Trade shows provide new market entrants with an excellent opportunity to introduce, promote and demonstrate new products to prospective customers, suppliers, manufacturers and distributors. MZI Global creates memorable marketing and promotional campaigns that effectively communicate our clients' brand attributes and value propositions, grabbing buyer's attention and generating sales.

Ethnosynergism® Brand Strategies

Ethnosynergism® market system integrates Corporate Social Responsibility (altruism, philanthropy and diversity) into the core of brand developing strategy. We establish instant rapport and relationships between brands and diverse consumers by leveraging product attributes with cultural preferences of each community. The *Ethnosynergism®* market system network consists of:

- 4000 diversity supplier-KITA -our global client portfolio
- 300 ethnic organizations in the US
- In-cultural clubs/associations (business and social)
- Academic/historical/religious institutions
- Ethnic, in-culture media/journalists
- Cultural events
- Women's and Minority leadership

MZI Global Service:

Brand Strategy
Brand Communications
Brand Management Consulting

Supplier Diversity

Corporate Social Responsibility (CSR)

ETHNOSYNERGISM® BRAND:
The Promise
The Architecture
The Experience