



He's Louis.

He's furry.

He's a cat.

*What can this  
10-lb. tabby  
show you about  
marketing  
your brand?*



RULE 1:

*Know what  
you want.*

**LOUIS HAS LIFE FIGURED OUT.** He wants food. He wants attention. He wants to go outside for walks. And as the alpha cat of his domain, he wants his two feline housemates to know he's the boss.

Your marketing objectives cover similar territory. What do you want? From whom do you want it? And who's your competition?

We help a wide range of clients find the answers and use them to implement marketing campaigns, raise funds for not-for-profit objectives, transform and extend brand identity into the marketplace, and get results through every pathway between themselves and their target audiences.

RULE 2:  
*Talk to  
your target  
audience—  
on its  
wavelength.*

**CATS USE MORE THAN 100 DIFFERENT** sounds to communicate a world of messages, from pain and contentment to greetings and don't-bother-me. Although kittens meow at their mothers, adult cats mostly vocalize at people, not at each other.

Just as Louis sends the right signals to each human in his household, your brand messages need to reach all the parts of your audience—in ways that keep them interested and engaged while they learn your advantages.

We help our clients reach their targets through the right messages in the right media.





RULE 3:  
*Deliver a  
consistent  
message.*

**LOUIS GOES OUTSIDE FOR WALKS** with his primary human. When he wants to go out, he leads the way to the back door, paws at it, and meows. His consistent behavior makes his intentions clear.

Consistency builds identity for brands, too. From quality standards and brand positioning to logos and tag lines, cohesion helps people recognize you and ties who you are to what you do. Every message you send reinforces the ones that came before it.

We help our clients establish and implement focused, targeted standards, methods, and messages to get and keep their audiences' attention.

RULE 4:  
*Don't be shy.*

**WHEN LOUIS WANTS TO BE PETTED**, he walks right up to the nearest available human and makes his objectives clear. If his pet-me meow isn't enough to get him what he wants, he turns on even more charm.

When you know your target audiences and the right messages to get their attention, you can't afford to squander opportunities to reach them. That can mean using new methods or media, or finding new ways to follow up with prospects. Creativity breeds success.

We help our clients find timely, appropriate ways to make meaningful connections with their customers.







RULE 5:

*Make sure  
your big picture  
looks good  
up close.*

**LOUIS INSPECTS EVERYTHING.** Groceries. Packages. Newspapers. Books. Whether it just came in the door or it moved from one room to another, it gets sniffed and inventoried. Same for his environment. If he stares at the floor, he's probably stalking a spider.

Everything makes a difference when brand image and identity are on the line. If your direct mail piece uses the wrong web address or phone number, your website has a typo on the home page, your catalog uses pictures of last year's model—the small stuff can sink the big boat.

In reality, there is no small stuff. Quality control is central to everything we do for our clients.

**RULE 6:**  
*Understand  
why and how  
you're special.*

**LOUIS HAS ABSOLUTE FAITH** in his importance. He may be one of 88.3 million U.S. house cats, but we call him the Ruler of the World. And he'll be happy to show you why (and how much) you should like him, too.

You have to know your own feature/function/benefit story to tell it to other people. Convincing your target to buy what you're selling takes a lot more than a set of bullet points. You have to understand what makes you different and show people how much better their lives will be—thanks to you. And you have to convey your message in an authentic voice.

Connecting your message with your markets is the heart of what we do.



RULE 7:  
*Call us.*

**LOUIS THINKS THAT'S A VERY GOOD IDEA.**

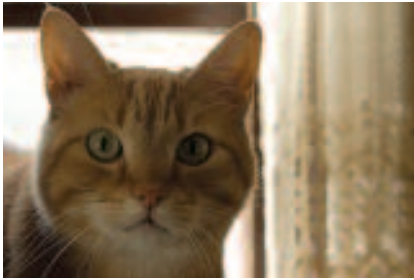
He points out how smart we are to use him as our spokesperson. After all, his handsome face got your attention—and his story tells our story.

Ready to connect your message with your markets? Let us help. We've been doing this a while. We've learned a thing or two about what works and what doesn't. Let us put our expertise and experience to work for you.

Louis thinks that's a very good idea, too.

*Help eliminate pet overpopulation. Spay or neuter your pets. Support your local shelters and rescue groups.*

**NEARLY HALF THE ANIMALS IN U.S. SHELTERS NEVER ARE ADOPTED.** Millions of them literally are dying for a good home. Is there room in your heart and your life for a wonderful pet from a shelter or rescue group? Louis and his housemates ask you to make life better for a homeless animal.



**LOUIS** was adopted from the Humane Society of Putnam County in Greencastle, Indiana ([www.hspcanimals.org/](http://www.hspcanimals.org/)) through ARK Foster Care ([www.arkfostercare.com/](http://www.arkfostercare.com/))

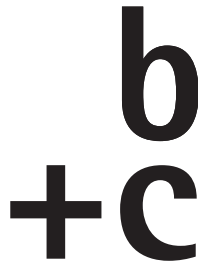


**TWILIGHT** was a stray who showed up and claimed a home



**BUDDY** was adopted through Tails a' Waggin' Rescue of Whitestown, Indiana

All three cats are under the tender, capable care of Dr. Sharon Kunkler of Stoney Creek Pet Clinic, Noblesville, Indiana.



connecting your message with your markets

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