

If you didn't want
truth, you'd hire
another
consultancy.



JY&A Consulting **Live your vision.**

JY&A Consulting is
an international
consultancy
specializing in
branding,
marketing strategy
and global strategy.

We aim for the
most moral and
ethical solutions
with full awareness
of rights and
freedoms.

Live your vision.

We work with small virtual
action teams with no layers of
management. This means
faster turnaround at lower cost.
We can travel to your location
while consultants placed in other
centres work around the clock.

Our consultants are proven
specialists. We are backed by
academic rigour, best-practice
knowledge and expertise.
Some are leading commen-
tators, academics and
authorities in their fields.

JY&AC's multicultural team
helps your visions and
strategies be more alert to the
changing global environment.

JY&A Consulting is a new
globally aware breed of firm that
has the depth of knowledge
that you expect of the old
breed. Global, honourable,
responsible.

Live your vision.

When you **pay** for our time, you **don't want jargon, double-talk and BS.**

JY&A Consulting has a reputation for straight talking. We are realists who understand the modern, cross-media economy. We make use of our 14-year-old virtual structure, calling on a global network of expertise.

Frequently, we pick up a competitor's brochure. It tells us what not to do.

What we dislike is spin. JY&A Consulting is not run by the fictional bureaucrats of *Yes, Minister* or any political sitcom.

We specialize in branding, marketing strategy and global strategy. Unsurprisingly, we're trained in the disciplines you expect go in to that: management, marketing, design, psychology, consumer behaviour.

You come to us for answers. And we provide them, in workable everyday English.

We're happy to deal with you in French, Hebrew, Arabic, German, Portuguese, Russian, Chinese and other languages that reflect that JY&A Consulting is a global organization for the 21st century.

We've worked with new companies and *Fortune* 500® corporations. It's how we can keep our feet on the ground.

Most importantly, the way we work is low-cost and rapid, with action teams and without middle management layers. The quality you expect of the old world in a form and context that address the demands of the new world.

Are we trying to be smart alics? No, but at JY&A Consulting, we will always tell it as we see it. It's what you need in the modern branding environment. If you didn't want truth, you'd hire another consultancy.

It's the
**intellectual
capital,** stupid.

Branding has been used as a buzzword too often. Let's remove the doubt as to what it is.

First, branding is powerful. Only the execution of some high-profile brands has been botched, just as we've predicted for years.

Based on 50 years of literature and our own input, branding is the methods in which the organization communicates, symbolizes and differentiates itself to audiences.

It sounds simple, but it can be a herculean task. The last thing you need is a bunch of consultants who come in with their own bureaucracy.

JY&A Consulting brings the same level of expertise you'd expect from a larger organization without the red tape.

We communicate with team members focused on your project, and not to middle managers obsessed with administration.

We are free from jargon, but topped up with integrity.

We were the company that rightly said branding would reach a more ethical and moral stage. We were a virtual organization from 1987. We published our research into what makes successful cross-media brands in the 21st century.

We've correctly anticipated branding developments for a long time.

Today, companies have to adjust to a new reality that their brands affect consumers. Consumers are becoming smarter, knowing more about the organizations that they deal with.

Consumers demand trust and ethics. That can be communicated through the brand and through a workable long-term marketing strategy that our group outlines.

We can afford to talk straight because we're not covering up a lack of knowledge. Take some of the world's leading experts in their fields with proven résumés, then distil that into workable action plans. That's JY&AC for you.

If you want the **academic** side, **we've written books and articles.** But we do that on **our own time.**

We have marketing strategists, researchers, designers, PR experts, who tackle not just piecemeal projects, but entire strategies.

Not many firms can claim to have staff who begin with vision-setting and take it through to design and tracking studies.

We don't mean paying lip service to these areas with one person holding a marketing degree doing the strategy and a single design grad implementing the brand.

We are talking about leading commentators across JY&A Consulting and our sister companies worldwide.

Jack Yan, qualified in law and branding and an international speaker in these areas not to mention business and design, has a track record of creating ventures that become leaders. Experts such as Demian Rosenblatt create objective-driven design with large-scale identities and brands in his portfolio. Two of the world's leading country-of-origin marketing specialists, Profs Eugene Jaffe and Israel Nebenzahl, are experts in marketing strategy, and how globalization affects local markets. Stefan Engeseth is a highly regarded marketing consultant and author in his native Sweden. Suazion New York's Julia Ptasznik, an advertising, PR and design specialist who is one of the authorities in the marketing communications' industry. Chase Rogers of FuelFactor is authoring a paper in a major book on the visual communications' industry.

We're often the people magazines and newspapers come to for comment in our industries, or quote for their books. It's the same sort of advice we can give you: to the point and credible.

Respected authors and authorities—who not only talk, but act.

How we work

Based in New York, San Francisco, Wellington, Sydney, Tel Aviv, Stockholm, Milano, London, Essex and Manchester, JY&A Consulting doesn't see any limits to where we can work. We can easily send one of our leading team members to be on site—even the head of the company is willing to roll up his sleeves.

Or, we can work virtually. Inevitably, the on-site team member will call on the expertise of fellow JY&ACers around the globe.

If something comes up at 10 p.m. in New York, someone in Sydney could handle it right after lunchtime.

It's combining the familiar face of personal dealing with the knowledge—the intellectual capital—of a global, virtual organization.

While we have testimonials from universities, NGOs and major corporations, we don't rely on our decade and a half of our history. We do, however, count on the integrity and professionalism of our team in creating *your* history.

In the 21st century, western consumers are fed up with the established brands. They have more information at hand. They have grown up with mass media and commercialism. They are that much smarter and can spot deceit more quickly than companies often realize.

Yet they, like all consumers throughout history, demand trust in relationships.

We aim to find the most moral and ethical solutions for our clients with the greatest awareness of rights and freedoms. Not only that, we practise what we preach.

We're **so radical,**
we **differentiate**
ourselves on
integrity,
morality and
ethics.

Consumer expectations of honesty are much higher now. Audiences see through spin. JY&A Consulting delivers solutions that are honest. In our 14 years, no one has ever questioned our integrity. We're keeping it that way.

In the new global economy, **size doesn't matter. Honour**, as reflected in your **brand**, does.

We're usually hired for three reasons.

- 1.** We provide the same level of quality as a larger organization more rapidly.
- 2.** We don't mince words in our proposals.
- 3.** We are culturally aware: while we understand local demands, we think global, act global. Here are some organizations that put their trust in us.

Our clients

Clients our team members have served include the United Nations, UNDP, UNICEF, Willis Corroon, Knight Ridder, Simply Postage, the Hillary Commission, Akamai, Insyte, Ford Motor Company, Volvo, Domino's Pizza, Bertolli, Santa Barbara Bank & Trust, the Nursing Trust, the National Bank of New Zealand, BrightIdea.com, Twentieth Century-Fox, Sprint PCS, BT, Atair, Cosmopolitan Cosmetics, the Really Useful Group PLC, Time Warner, Electricity Corp. of New Zealand, the British Standards Institute, *USA Today*. Between JY&AC, Suazion and FuelFactor this is a partial but still impressive list. We're not necessarily referring to tiny bits of their annual budgets, but work that has helped give value to their organizations. Even *competitors* have come to us for help.

For details of companies we've served in your industry, contact us. Our practice areas can be found at our web site, <<http://jyanet.com/consulting>>. We've only scratched the surface of our clientèle, which comprises a range from small businesses (even local schools) to *Fortune* 500® companies.

Now you've heard
about us,
we'd love to hear
about you.

Wellington, New Zealand

Jack Yan, President
JY&A Consulting
PO Box 14-368
13 Mamari Street, Kilbirnie
Wellington 6041
Telephone 64 4 387-3213
Fax 64 4 387-3213

Sydney, New South Wales

Amanda Dolheguy
Executive Vice-President
Jack Yan & Associates
8C/4 Bligh Place
Randwick, NSW 2031
Telephone 61 2 9326-3667
Cellphone 61 411 695-072

London, England

Debi Hall, Fashion Branding Strategist
JY&A Consulting
Mustard Studio
99 Sclater Street
London E1 6HR
Cellphone 44 7967 620-513

c/o Simone Knol

Lucire
Suite 85
34 Buckingham Palace Road
Belgravia
London SW1W 0RH
Cellphone 44 7876 701-505

Essex, England

Andrew J. Cross, Creative Marketing
26 Forest Edge
Buckhurst Hill
Essex IG9 5AA
Telephone 44 20 8505-0439
Cellphone 44 7989 509-377

Manchester, England

Mischa McLachlan
Jack Yan & Associates
140 Egerton Road North
Manchester M16 0DB

Stockholm, Sweden

Stefan Engeseth
JY&A Consulting
Sågargatan 14, 2nd floor
116 36 Stockholm
Telephone 46 8 651-44-54
Fax 46 8 651-44-54
Cellphone 46 704 44-33-54
Detective Marketing official site
www.detectivemarketing.com

Tel Aviv, Israel

Prof Eugene D. Jaffe
Prof Israel D. Nebenzahl

Milano, Italy

Paolo Vanossi
Via P. Pomponazzi, 4
20141 Milano
Italy
Cellphone 39 380 52-95-794

Santiago, Chile

Mr Eugenio Lobo
Lobel Consulting (www.lobel.cl)

<http://jyanet.com/consulting/>
consulting@jyanet.com

**All team member emails are at
firstname.surname@jyanet.com**

New York, New York

Portia Holt, Fashion Industry Specialist
JY&A Consulting
244 Fifth Avenue, Suite A-248
New York, NY 10001
Telephone 1 212 591-0800
Fax 1 212 591-6836

FuelFactor (www.fueelfactor.com)

Chase A. Rogers, Principal
111 West 11th Street, #5FE
New York, NY 10011
Telephone 1 212 647-7437
Cellphone 1 917 757-6683

Chicago, Illinois

J. Alexandra Yoo, Branding Strategist
JY&A Consulting
1824 N. Lincoln Park West, Ste. 108
Chicago, IL 60614
USA
Telephone 1 312 371-0247

San Francisco Bay Area, California

JY&A Consulting
Edward Uken, Creative Consultant
41633 Covington Drive
Fremont, CA 94539
Telephone 1 415 406-4667
In San Francisco: Demian Rosenblatt
Cellphone 1 415 867-9149