

# HARNESS THE POWER OF BRAND HUMANIZATION



**SOWEO**

# We will help you

**Discover** how to identify the human characteristics of your brand

**Learn** how to unleash the passion of every employee in their role

**Create** authentic actionable steps that reach your audience on a human level

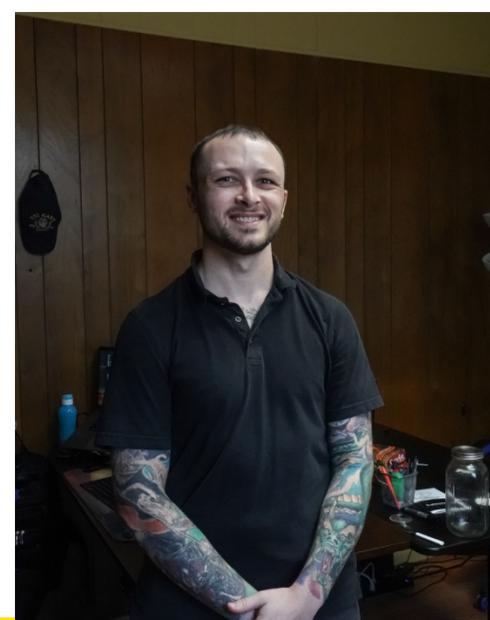
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# Culture

- Learn how to identify the right hire beyond job skills
- Attract the right people that align with the brand's culture
- Improve employee engagement
- Create a positive internal corporate energy



# Clients

- Position your communication to reflect the human elements of your brand
- Design your actions to attract the right people
- Improve Brand Equity
- Increase client spending

# Community

- Identify what areas of the community to be involved in for greater impact
- Create synergy between employees and clients
- Lay the groundwork that improves overall recruiting and sales

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# What people have to say



## BrandXR

"SOWEO is like Redbull for our marketing efforts. It has helped give us energy and a pathway to create content that is so natural for us and we're seeing the results."



## Intego Group

"SOWEO impacted our culture and changed the dynamic of how we communicate with our clients. Their efforts took us through an otherwise difficult year and brought us out on top."



## Erb & Young

"We hired a traditional marketing firm 2 years ago to bring our brand to life, and although they created some pretty marketing material for us, there was just something missing. The real juice of who we were just didn't show through. It felt impersonal. Then we met with Dave Vanz on his concept of humanizing brands, we immediately hit it off. This was missing from our marketing and our message. Our culture and our staff are amazing examples of who we are but they were nowhere to be seen in our marketing. With SOWEO's help, in less than a year, we transformed our position in the marketplace. Showing the real value proposition we had all along... our culture and our team members. SOWEO's approach to marketing is authentic and real. Something that is a must for any business looking to break through the noise in today's digital landscape. Soweo brings your company's story to life!"

"When you start connecting with people on a human level they will listen. When they realize it's authentic and not gimmicky, they'll start to believe. And when your delivery matches the storyline and expectations promised, you will have loyalty."

## Dave Vanz

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