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Welcome

Home

Two West, Inc. specializes in helping Challenger Brands take their company in a whole new direction. Our clients often compete against established industry leaders that have more money, resources and penetration. Outgunned, but not outsmarted, Challenger Brands hire Two West when they're ready to defy category expectations and market from their strongest position.

Limited Marketing Budget?

Invest in the Best and Forget the Rest

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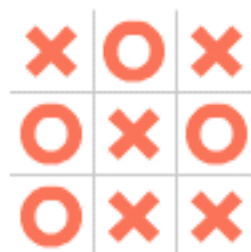
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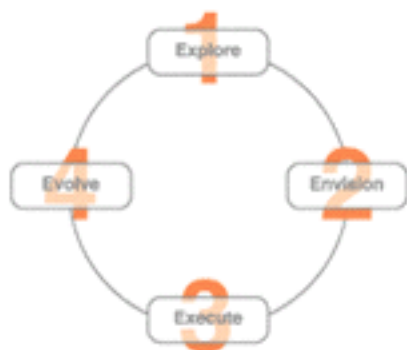
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Strategy

Brand 4mation



Survey the battleground. Map a strategy. Charge ahead. Count the victories.

Two West plays it smart and plays to win. Everything we do starts with a plan. A plan that solves the problem—efficiently, effectively and ingeniously.

The Two West **Brand 4Mation Process** involves four distinct stages or cycles, each of which involves proprietary tactical steps that enable us to envision and create a communication continuum.

- Explore
- Envision
- Execute
- Evolve

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Strategy

Brand Management

You register it. You trademark it. You have a legal department to defend it.

So how can you trust your brand in the hands of others?

SMARTsite empowers companies to protect and extend brand equity through Web-based tools that organize, customize and distribute sales and marketing resources.

All your digital assets are housed in one convenient place, making it easier for retailers, franchisees and sales staff to access marketing materials—with all appropriate usage guidelines.

That's right. No more policing your brand. No more wincing when your logo appears upside down and plaid.

SMARTsite software even allows users to customize materials on-

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