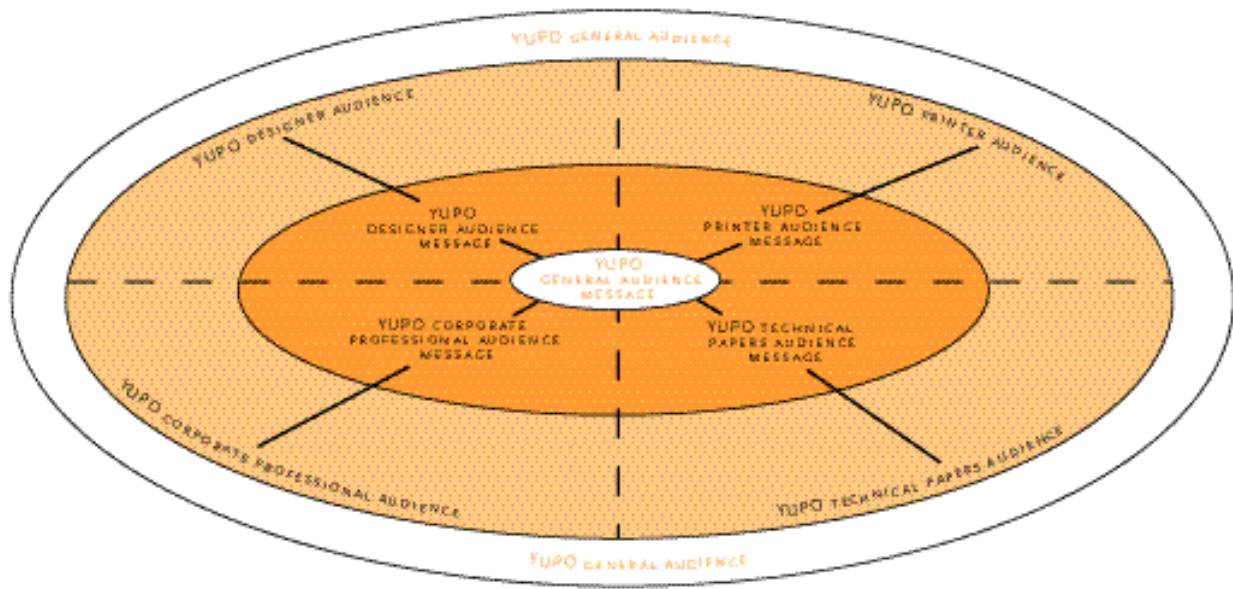


7.0 YUPO BRAND MESSAGING

As discussed in the prior section, Yupo has five distinct target audiences. By determining their needs precisely, Yupo has developed individual branding messages which distinctly suit each audience.

We ask that whenever designing for Yupo, that careful consideration is given to determine which audience is being targeted. Furthermore, once the audience is established, we ask that the messaging for that appropriate audience follow our guidelines consistently. We understand that each individual piece will follow its own individual concept. However, we urge you to rely on Yupo's brand messaging as the underlying core, to be included in every piece produced for Yupo Corporation America.

The following pages describe YUPO's brand messaging in detail. For more information, please call YUPO at 1.888.USE.YUPO.



7.1 THE SPOKE DIAGRAM

The spoke is an ideal way to view the marketing/branding approach of YUPO and illustrates how it addresses the needs of each individual audience. At the center of the spoke is the YUPO General Audience message, the main YUPO corporate message from which all others are built. It is the foundation, and it addresses the needs of each of the individual markets in a general sense. This message is central as the inside of the spoke, and all of the other messages spin from it.

From the center of the spoke run four individual audiences, each having their own distinct message based its specific needs. Each message, or spoke, is only slightly different for each individual audience, but the consistency of the main general audience message is clearly communicated within each one. The words are slightly different for each one, but they each carry the same essence.

Please note that the design style always stays the same throughout all YUPO Design and Marketing. Fonts, colors, and logo specs are consistent from the ground up...never is this lost. No matter which audience is being targeted, the YUPO brand is always consistent. (Please refer to sections 2.0–5.0 for logo and corporate guideline specifics).

YUPO. THE POSSIBILITIES ARE ENDLESS.

YUPO. A REFRESHING CHOICE.

7.2 THE YUPO GENERAL AUDIENCE MESSAGE

The YUPO General Audience message is a more unified and general branding message. Since each of the individual target audiences have different needs, it is essential have a message that can speak to all four audiences at once. The sample messages above all have the same qualities. They are general messages appealing to a general audience and representing YUPOs strengths of completeness, endless possibilities, satisfaction, and fullness. They all represent that YUPO is a complete choice for whatever the need is.

Use these messages as an underlying theme when no clear audience is defined or when more than one audience is targeted in a marketing piece. General corporate pieces, such as corporate brochures, websites, corporate collateral, and corporate stationary should also carry this unified message.

YUPO. A N E W T E M P T A T I O N F O R T H E C R E A T I V E A P P E T I T E .

7.3 THE YUPO DESIGNER AUDIENCE MESSAGE

This message is the most familiar and is currently the tagline being used when targeting the Designer/Creative Professional audience. Addressing the creative needs of these hungry souls, this tagline also follows the food/craving/indulgence theme. Although the concepts of the marketing projects need not be food-related, the underlying message still communicates the idea of satisfying the designer's cravings, thus fulfilling their needs for creativity, innovation, and function.

YUPO. FULLY PREPARED FOR A DESIGNER'S APPETITE.

YUPO. A GREAT IMPRESSION.

YUPO. WE PREPARE YOU FOR UNMATCHED SUCCESS.

7.4 THE YUPO PRINTER AUDIENCE MESSAGE

The main theme behind the YUPO Printer Audience messages above are: support the printers so they can support their creative clients. Since the printers really just want to be prepared and give good quality products to designers with high standards and demands, they need a message that communicates just that. YUPO's goal is to make their job easier. These messages communicate just that, with confidence.

YUPO. S L E E K . D U R A B L E . P R A C T I C A L .

YUPO. A P R A C T I C A L C H O I C E I N A D E M A N D I N G W O R L D .

YUPO. U N M A T C H E D P E R F O R M A N C E . E N D L E S S P O S S I B I L I T I E S .

YUPO. A R E F R E S H I N G C H O I C E I N A W O R L D O F O P T I O N S .

7.5 THE YUPO CORPORATE PROFESSIONAL/ END USER AUDIENCE MESSAGE

The main theme behind the YUPO Corporate Professional/End User Audience messages above are to address their practical nature and their situation. As stated in section 6, this target audience is made up of individuals that are more conservative, working in an environment that may require more approvals. They usually are working within a controlled budget, and sometimes within a group of team players. They need a message that addresses familiar topics in a corporate setting such as function, value, quality, performance and cost.

YUPO. UNMATCHED PRECISION. ENDLESS POSSIBILITIES.

YUPO. FULLY FUNCTIONAL. GREAT IMPRESSION.

YUPO. ATTENTION TO DETAIL. UNMATCHED PRECISION.

YUPO. GREAT PERFORMANCE. GREAT VALUE. UNFORGETTABLE PAPER.

7.6 THE YUPO TECHNICAL PAPERS AUDIENCE MESSAGE

The main theme behind the Technical Papers Audience messages above are to address their interest in function, quality, ease of use, value and attention to detail. All of the underlying messages above communicate this with confidence. Additionally, remember when marketing to these individuals, it is important to emphasize YUPO's strong customer service and technical department.