

# je ne sais quoi . . .



- ▶ THE LOOK
- ▶ THE EXPRESSION
- ▶ THE CORE
- ▶ THE BRAND

## described

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DISCUSSIONS ON COMMUNICATING THAT SPECIAL SOMETHING THAT WE ALL POSSESS.

# Remaining Relevant



*Opt out of being obsolete.* One of my favorite quotes, which happens to also be the name of one of my favorite books, is “What Got You Here Won’t Get You There”. Sometimes we become a victim of our own initial (brand) success.

From entertainers to entrepreneurs, athletes to accountants, evaluation and reinvention for the times are critical success factors for longevity. Brands like Oprah, Bono, Kevon Edmonds, Coke, Apple and Magic Johnson understand the importance of staying current with the times while maintaining their core values.

### What does it mean to remain relevant?

Remaining relevant is staying significant in the eyes of your target market. It is cause for a regular evaluation of your brand and a check on the pulse of your market.

### Why is it important to remain relevant?

Gone are the days when we decide what the consumer will consume. With the introduction of social and other real time media, we are constantly being informed about what the public wants, relates to and supports.

We learn that people prefer humility over cockiness, imperfection over pristine, truth over facades, images over an abundance of words.

Remaining relevant is understanding the importance checking in with your market, evaluating your existing brand and making adjustments that are in line with your values.

### How do you remain relevant?

- Get feedback from your market
- Revisit your core values and brand vision
- Ensure that the brand you believe you have is in line with the perception that others have of you.
- Take a good look in the mirror. Realize that your existing brand may not be relevant today and be prepared to invest and make the necessary changes.
- Stay on top of current trends and the needs of your market. You may or may not need to make revisions to your brand based on these.
- Understand your value proposition at all times. What are you bringing to the table that is needed and valued by your market?
- Be good to people and take the high road. You may not have the best value proposition, or the most positive brand; however your relation to people and your general market may buy you the time you need to enhance your brand and make it relevant.

## REMAIN RELEVANT!

### What EA is doing to Remain Relevant:

**New Website:** Check us out at [www.evidentlyassured.com](http://www.evidentlyassured.com)

**Feature in Breaking the 9 to 5 Jail Article:** <http://preview.tinyurl.com/2udxtrj>

**EA Every Tuesday:** Informative new blog on our site that will address a variety of communications and branding situations, strategies and more. Check us out today at [www.evidentlyassured.com](http://www.evidentlyassured.com)

**Miles from Home Movie:** [www.milesfromhomethemovie.com](http://www.milesfromhomethemovie.com).

An independent film by client, Freedom Bridge Entertainment, starring producers Meagan Good and Ty Hodges. Stay tuned. . .

**Fort Hill Brokerage:** [www.forthillbrokerage.com](http://www.forthillbrokerage.com). EA’s new client handling residential real estate in the Greater Boston area.

**Kathy Sledge:** [www.kathysledge.com](http://www.kathysledge.com). Client, solo artist and lead singer of the disco sensation Sister Sledge.

### Call us to inquire about our services:

- Communications strategy
- Public relations
- Brand development
- Event management
- Business project management

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## Brand Tip of the Month

Understand that as an individual or organization managing your brand, you must be aware of the other side of the coin. We perceive at the same time we are being perceived. Many state that perception is reality. If this is true, then make every effort to ensure that you perceive what is real and not assumed. Dig a little deeper. You will have a greater appreciation for this if you are ever perceived in the wrong way.