



# Brand Economics: Building a Message that Matters

*Jeff Brady*

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## **Brand Economics: Building a Message that Matters** Jeff Brady

Jeff Brady explains the evolution of media -- and describes how a powerful Brand Echo can supersede all other media. Ultimately, Jeff believes a powerful brand is built on word of mouth marketing, which is still the most effective tool in building momentum for a product, service or a company.

He provides a journalist's understanding of modern media and can help develop a compelling, tangible brand message that will resonate with clients, vendors and newsrooms. Time and time again, Jeff demonstrates the ability to cut through industry jargon and clutter to identify the key component of an overall campaign that lifts it from dull to dazzling.

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