

Extreme Makeover

Entrepreneurs have shied away from rebranding their companies. But as competition rises and costs fall, that's starting to change.

By Aja Carmichael

AFTER 10 YEARS in business, Katie Adams knew her physical-therapy practice needed a makeover.

For one thing, her brochures and business cards were no longer drawing consistent referrals from medical offices. At the same time, she had a chance to expand her Needham, Mass., practice to a second location. So she wanted a new image that would draw in clients—and show that she was running a chain instead of a single office.

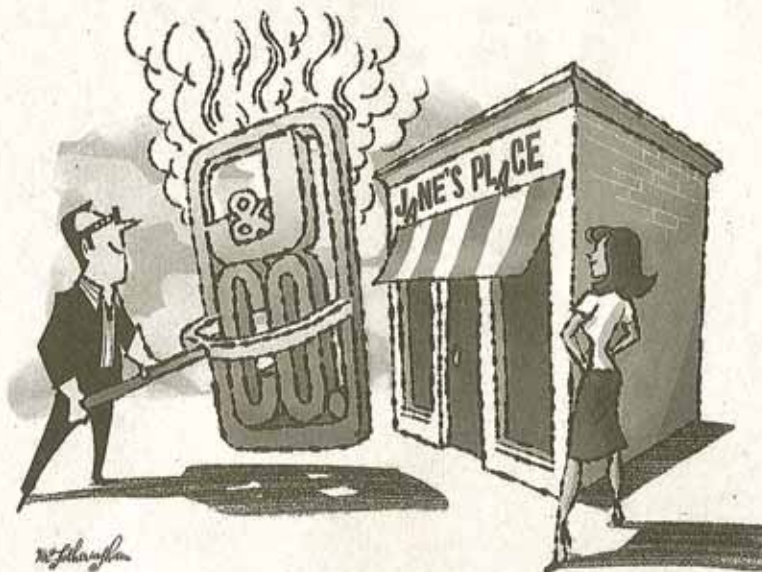
In 2004, she turned to **Schwade-sign**, a rebranding firm in Pawtucket, R.I. The firm decided Ms. Adams's business had to come across as more professional and established. The first step: changing the name from Katie Adams Neuro Muscular Therapy to 360 Neuro Muscular Therapy. Then came a new logo. The original emblem showed a dancer on one knee, with the company name in whimsical calligraphy. The revised design showed the new name in crisp fonts over a rosette insignia.

The results were dramatic. Sales more than doubled to \$157,000 in 2005 and are on track to reach \$270,000 this year.

Entrepreneurs have long been wary of rebranding. Changing a company's image—by coming up with a new name and logo, for instance, or modifying the product line and marketing—was seen as a project for big corporations. Now that's beginning to change, as the boom in e-commerce and a ferocious global market put competitive pressure on small companies. Many entrepreneurs are realizing that rebranding can help them get out of a rut and compete more effectively.

In many cases, small businesses decide on a product line, an image and a marketing plan and stick with them even if their client base changes rapidly or their sales begin to falter. Rebranding forces entrepreneurs to take a hard look at their strategies and see what's working and what's not—and that can help them take their business to the next level.

When it comes to managing their brands, entrepreneurs "are learning more from larger corporations," says



Anaezi Modu, founder of ReBrand, an online forum studying international rebranding efforts.

Change Is Good

The National Small Business Association reports 54% of small to midsize companies are searching for new advertising and marketing strategies within the next 12 months. The big question for those businesses is whether to go it alone or get professional help.

For most small businesses, rebranding is a very low-key effort. Entrepreneurs generally remake their company's marketing materials from their home computer, using software such as Adobe Illustrator and Corel PhotoPaint. At most, they'll hire a calligrapher to work up a logo.

But a growing number of entrepreneurs are finding that they want something more sophisticated—so they're turning to a new breed of small rebranding firms like Schwadesign. These companies use free-lancers and efficient new technologies to offer rebranding services at prices affordable to more small firms—everything from designing a new logo, business card and stationery to coming up with product packaging and advertising.

The prices vary considerably depending on the job and the client. For Ms. Adams's job, the three-month consultation cost \$10,000 and included new brochures, signs and business cards.

Many entrepreneurs are grateful for professional help. "I don't think I would have felt as confident in what I was trying to do if I had just had a little

tiny flier made up on my home printer," Ms. Adams says.

Jack and Jason Dennis were also enthusiastic about their rebranding project. In 2005, the brothers opened a second outlet of their retail music store, **Earshot**, in downtown Greenville, S.C. The first store, in the city's suburbs, mostly attracted a younger crowd. For the downtown store, the brothers wanted to appeal to business professionals who worked in the area, without alienating the younger core customers.

The Dennis brothers hired local design firm **Brains on Fire**, which came up with a bright, colorful interior for the store—in contrast to the darker, edgier atmosphere in the suburban outlet. The new store's ads, meanwhile, featured city residents of all ages.

In its first year, sales were impressive—but the cost of retail space soared. The brothers ended up closing the downtown location. Still, they don't think the \$80,000 they spent on the rebranding was a waste. "The rebrand was great for what the theme of the store was," says Jack Dennis. "Our business needed that level of professionalism to get it right the first time. We plan to use the same concept in the future."

'A Huge Step'

Still, many design firms find that some small businesses aren't receptive to a major rebranding. Kate Durkin, art director and account manager at **Bamboo Design** in Minneapolis, has dealt with a number of clients who couldn't cope with the process of overhauling their company's image—everything from coming up with new logos to keeping the company's founding concepts intact in the face of new ideas from the designers.

"Rebranding is a huge step for a lot of companies," says Ms. Durkin. "It sounds like a great idea in the beginning, but once companies put things into place it becomes a lot bigger than anyone could have imagine."

Entrepreneurs also worry that a radical new image could lose them customers. Then there's the price tag. Rebranding, entrepreneurs fear, will mean a big investment with no guarantee of increased revenue.

Some design firms overcome clients' squeamishness by offering different levels of service. Mack Burnett, owner of **Powerful Impact**, a consulting and marketing company in Great Neck, N.Y., offers a three-tier sales package that lets customers complete a rebranding project in phases. With the basic offering, the firm creates items such as a logo, business card and stationery. The next step up is brochures and other marketing materials, as well as product packaging. For the top-level package, the firm puts together all aspects of the brand from scratch, including a Web site and product packaging. Mr. Burnett declines to give specific prices, saying they vary by client.

"The multiple levels allow clients to try us on for size before they decide to commit to us," he says. "It gives us an opportunity to prove our value over time."

Ms. Adams has discovered the value of pacing in her own rebranding project. She waited to see the results of the initial effort before plunging into a second project with Schwadesign—an overhaul that involved remaking her Web site and developing packaging for products she offers, such as a therapy ball and massage tool.

"Rebranding my company was totally worth it," says Ms. Adams. "The process gave our company more of an identity, and it's become something of substance. When I hear my staff say 'Hello, 360,' it's so exciting." ■■■

Ms. Carmichael is a reporter for Dow Jones Newswires in Jersey City, N.J. She can be reached at aja.carmichael@dowjones.com.

BLACK ENTERPRISE

NOVEMBER 2006

How To Retire Young

YOUR ULTIMATE GUIDE TO FINANCIAL EMPOWERMENT

Managing A
Financial Windfall

College Kids
& Credit Cards:
Taming The Debt

Can Black
Republicans
Win At The Polls?

Sweet Profits

How To
Grow A
Great Food
Business

*Getting Her Slice Of The Industry
With determination and culinary
prowess, Aundrea Lacy has
turned Luv's Brownies into
a thriving enterprise*

\$3.99US \$4.99CAN

11 >



0 74808 02137 6

www.blackenterprise.com

Techwatch



[BLACK DIGERATI]

CREATING THE 'WOW FACTOR'

Mack Burnett is redefining advertising and turning heads with his digital displays

BURNETT WILL TURN YOUR STOREFRONT WINDOW INTO AN INTERACTIVE KIOSK.

AFTER READING A SURVEY FROM THE NATIONAL ASSOCIATION of Realtors that found more than 74% of home buyers are using the Internet to find homes, realtor Philip A. Raices knew he had to do something dramatic to get home buyers and sellers away from their computers and into his office.

"Newspaper advertising doesn't get attention anymore," says Raices, president of Turn Key Real Estate in Great Neck, New York. He decided to forgo traditional media in favor of a digital window, which is a high-tech advertising alternative developed by Powerful Impact Media, a company owned by Mack Burnett III.

Turn Key's storefront window became a giant computer screen. Thanks to hidden computers, laser beams, and programmed content, passersby could research the real estate firm's properties while standing on the sidewalk. PIM's cutting-edge technology allows customers to use their hands as a mouse. By waving a hand in front of a picture of a home on the digital window, a customer can bring up information about that home. This movement also lets the customer input their cell phone number for an immediate call from an agent about a property.

Raices, who says one home sale could pay for his digital window's \$25,000 price tag, believes the system gives his company's image a boost. "My business has a strong presence on the Internet that brings people in, but this is something that further differentiates me from my competition."

The ability to turn a passive display into an interactive customer experience that creates a "wow factor" is just one of the innovative offerings that PIM (www.powerfulimpact.com), also

in Great Neck, New York, is bringing to the market. Video jackets with flat LCD screens, digital videos on top of trucks, and outdoor video projectors are just a few of the products that Burnett uses to grab attention.

Another product is PIM's new "digital clerk" device, which lets stores supplement their human clerks with electronic counterparts. "Let's say you're looking at a sneaker," explains Burnett, 32, who has a computer science degree. "The shelf has a screen that is activated when you pick up the shoe. The screen can show a commercial for that particular model, cross-sell items to go with it, and tell you how many of the shoes are in stock in real time."

Burnett founded the seven-person company in 2003. The idea for his venture came about after a lunch conversation with a colleague who was a technology consultant. "We would compare problems and projects and say, 'Wouldn't it be cool if we could build such and such?' We eventually took one of those ideas, a digital jukebox, and figured it out," recalls Burnett, who projects PIM sales revenues will reach \$500,000 this year.

Making an impact on consumers is an example of what PIM does best: It stays on top of what's new. Joseph Anthony, CEO of the Vital Marketing Group in New York City, says PIM's innovations will help stores sell more products and respond to current retail trends, which indicate shoppers are more informed and independent.

"Digital tools like these will help customers who are accustomed to doing their own product research to become more knowledgeable about products in the store without the help of clerks," Anthony says.

—Sandra Beckwith



40 UNDER 40 AWARDS

9TH ANNUAL INDUCTION BREAKFAST

JANUARY 25, 2007, CREST HOLLOW COUNTRY CLUB, WOODBURY

40 UNDER 40 IS A LONG ISLAND BUSINESS NEWS EVENT SPONSORED BY:



Long Island BusinessNEWS



One of Long Island's 40 rising stars under the age of 40 in 2007

Mack Burnett III

Founder and CEO
POWERFUL IMPACT, Inc.

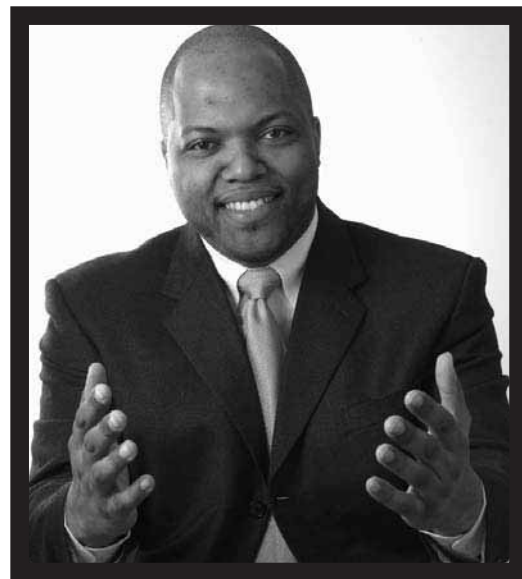
Mack Burnett III is founder and CEO of Great Neck-based POWERFUL IMPACT, Inc., a company that produces and delivers creative business and technological innovations through their four divisions: Media, Management, Marketing and Mobile.

Burnett is slowly redefining advertising, delivering a WOW factor for his clients with multimedia communication systems and digital displays. His out-of-the box thinking and non-traditional ways of promoting a company's product or service are recognized globally. He has managed staff and independent teams of professionals in four countries and, in less than 18 months, has expanded his company's revenues to more than six figures. Earlier this year, Burnett co-founded Mobile Business Networks, a company creating revenue streams for third parties through the use of mobile technologies. In addition to his business roles, Burnett is also an executive producer and co-host of the radio show, Black Business Radio.

Prior to forming POWERFUL IMPACT, Burnett worked as a Senior Systems Analyst for Premier Home Healthcare, was a Business Analyst for Andover Trading and was Assistant Director of Integrations for OneClip.com.

Burnett, who worked as a mailman in order to put himself through college, earned a degree in computer science and business management from St. John's University. Today, he is still furthering his education by working on his MBA with a specialty in executive management.

A person who enjoys giving back, he is an advisory board member for College Bound: Liberty Partnerships, an organization dedicated to improving the abilities of at-risk youth to graduate from high school and prepare for competitive entry into post secondary education and the workforce. He is a Ronald E. McNair Scholar and Vice President of Journey to Greatness, a not-for-profit organization he named.



Real Estate Window Listings Go Digital



Photo by Vitar

“Colorectal cancer often has no symptoms, so please get tested. I did.”

Katie Couric, Co-Founder
EIF's National Colorectal Cancer Research Alliance

If you're over 50 talk to your doctor and get screened.



Powerful Impact Media, Inc. (PIM) has just announced the release of their line of Digital Real Estate Communications Systems. PIM has installed the first system and is slated to roll out several more for the real estate industry. PIM creates multimedia communication systems for many industries, but has created several products that deliver a “WOW factor” and bring new business to any real estate firm.

Their latest installation, called an Interactive Window Marketing System, turns foot traffic into clientele by allowing a passerby to walk up to a window and browse properties in the window with just the movement of their hands. As they move their hands, it works like a computer mouse and a computer screen, but in the storefront window. Pictures, property type and even virtual tours can be displayed in the window with video and sound.



The best part is that almost all systems collect information from the user so that a broker or agent can contact the potential client regarding a property that they are interested in.

PIM builds systems for all industries and says that the only limitation is the client’s imagination and budget. Recently, a client asked them to build a cell phone application that allows instant access to any agent without distributing cell numbers.

For more information on Powerful Impact Media’s Digital Real Estate Communications Systems, please call (800) 253-0160; Web: www.powerfulimpact.com. ■

AES PLANS & PERMITS

CONSTRUCTION MANAGEMENT DESIGN/ BUILD
WWW.AESPERMITS.COM

888-311-1919

Extensions	Expediting	Industrial Residential Commercial Licensed in NY, NJ, CT, PA Over 100 Years Shared Experience 3rd Generation AE Business
Additions	Building Inspections	
Renovations	Plans	
Restorations	Permits	
Legalizations	Plumbing/ Electrical	
HVAC	Environmental Assessment	
Inspections	Pre-Purchase Inspections	
New York Miami Chicago Washington Los Angeles Seattle London Paris Rome		

MACK BURNETT III

Founder and CEO • POWERFUL IMPACT INC. • Long Island, N.Y. • Age: 33

In 1999, Mack Burnett III had enough of working as a mailman. There was nothing wrong with being a mailman, he says, but at the end of each day he felt like a “mentally deficient.” He subsequently worked at various technology companies, but grew tired of jobs he did not like. Moreover, he had his own views of how those companies should be run. “I couldn’t see myself working for a



“I couldn’t see myself working for a company for 40 years and not have anything to show for it.”

company for 40 years and not have anything to show for it,” he says.

In 2003, Burnett launched POWERFUL IMPACT INC., a name he chose from the lyrics of the rap song, “Scenario” recorded by the hip-hop groups, A Tribe Called Quest and Leaders of the New School. “I wanted to make a powerful impact on people’s lives,” he says. Located in Great Neck, Long Island, POWERFUL IMPACT specializes in

innovative marketing technologies such as digital windows that transform storefronts into huge computer screens with which passersby can interact. The company has a staff of five and 50 clients. It grossed close to \$400,000 in 2006. Powerful Impact works with other minority-owned companies to bring their ideas into the marketplace, assisting them with marketing, obtaining funding and operational and start-up support.

Burnett has three older siblings but thinks of himself as an only child because “I am the only child from my parent’s second marriage.” His father, a real estate broker, and mother, a certified public accountant, give him valuable guidance, always emphasizing integrity. His mother’s lesson, “If you find work that you love, you’ll never work a day in your life,” has proven true, he says. Since he started POWERFUL IMPACT, he has not worked a day because he enjoys what he does and just happens to get paid. “If a person finds something they’re passionate about, it’s not work,” he says.

Burnett holds bachelor’s degree in computer science from St. John’s University and is currently working on a master’s in business administration at the same school, which he hopes to complete this year or early next year.





May 1, 2007

Mr. Mack Burnett III
CEO
Powerful Impact, Inc.
Ten Grace Avenue, Suite 10
Great Neck NY 11021

Dear Mr. Burnett:

It is my distinct pleasure to welcome you as a Heckscher Museum of Art honoree for this year's Juneteenth celebration planned for Thursday, June 14th.

As you know, the Museum has been a proud sponsor of this important historic community celebration for over ten years. The celebration marks the arrival of the news of the Emancipation Proclamation in 1865. Today we take this opportunity to pay tribute to leaders whose achievements have served as models for our diverse and growing Long Island communities.

Huntington Town Councilwoman Glenda Jackson, will serve as our honorary host and will present awards to six honorees and three students who represent communities of color and who have distinguished themselves in a cross-section of disciplines. I have included a list of past Juneteenth honorees.

The awards presentation will be held in the museum at 5:00 p.m. and will be followed by a dinner at the Harbor Club, New York Avenue, Huntington, NY. We are grateful for your commitment and participation and look forward to having the benefit of attendance by your friends and constituents.

Maggie Martinez Malito, Director of Development, would be happy to assist you with a personalized guest list of your friends and colleagues and in developing a list of possible sponsors that wish to support this event. Maggie can be reached at malito@heckscher.org and at 631 351-3006 x 4940.

I've enclosed copies of our invitation and collateral material that will provide information regarding the event, ticket prices and sponsorship levels. I look forward to having you join us for our planning sessions, if you wish to attend. Our New Audience Advisory Committee and I are proud to have your participation and we look forward to a successful, long term and exciting collaboration for the arts and education.

Sincerely,

A handwritten signature in black ink that reads "Erik H. Neil". The signature is written in a cursive style.

Erik H. Neil
Executive Director

Enclosure: 2006 Juneteenth Event Journal

United States Senate

WASHINGTON, DC 20510

March 21, 2007

Mr. Mack Burnett, III
Powerful Impact Inc.
Ten Grace Avenue, Suite 10
Great Neck, NY 11021

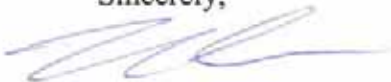
Dear Mr. Burnett,

Congratulations on being honored as one of Long Island's 40 Under 40 Class of 2007 by Long Island Business News. In receiving this prestigious recognition, you join an exclusive club of highly respected and influential leaders on Long Island who have earned this notable distinction.

I join the Long Island community in acknowledging your hard work and dedication. You have achieved so much at such a young age. I am confident you will continue to make a positive impact on the region for many years to come.

If I can ever be of any assistance, please do not hesitate to contact me at (631) 753-0978.

Sincerely,



Mathew Cohen
Long Island Director
United States Senator Charles Schumer

PLEASE RESPOND TO THE FOLLOWING OFFICE:

<input type="checkbox"/> ALBANY: LEO O'BRIEN BUILDING ROOM 420 ALBANY, NY 12207 (518) 431-4070	<input type="checkbox"/> BINGHAMTON: FEDERAL OFFICE BUILDING 15 HENRY STREET ROOM M103 BINGHAMTON, NY 13901 (607) 773-6792	<input type="checkbox"/> BUFFALO: 120 SOUTH ELMWOOD #660 BUFFALO, NY 14202 (716) 846-4111	<input type="checkbox"/> HUONSON VALLEY: P.O. BOX A RED HOOK, NY 12571 (514) 285-8741 (845) 758-8741	<input checked="" type="checkbox"/> LONG ISLAND: TWO GREENWAY PLAZA 145 PINE LAWN ROAD ROOM 300N MELVILLE, NY 11747 (631) 753-0978	<input type="checkbox"/> New York City: 757 Third Avenue SUITE 1702 New York, NY 10017 (212) 486-4430 TDD: (212) 486-7601	<input type="checkbox"/> ROCHESTER: KENNETH B. KEATING BUILDING 100 STATE STREET ROOM 3040 ROCHESTER, NY 14614 (585) 263-8886	<input type="checkbox"/> SYRACUSE: 100 SOUTH CLINTON ROOM 841 SYRACUSE, NY 13281 (315) 423-5471	<input type="checkbox"/> WASHINGTON: 313 HART SENATE OFFICE BUILDING WASHINGTON, DC 20510 (202) 224-6542 TDD: (202) 224-0429
---	--	--	---	--	---	---	--	---



<http://schumer.senate.gov>



STUART RABINOWITZ, PRESIDENT

March 13, 2007

Mr. Mack Burnett III
CEO
Powerful Impact
Ten Grace Avenue
Suite 10
Great Neck, NY 11021

Dear Mr. Burnett:

Congratulations on being named one of Long Island Business News' 40 Rising Stars Under 40. Your accomplishments and your commitment to community service is very impressive. That you have achieved so much success, in so many areas, in such a short time, is a testament to your abilities, your dedication and your drive.

As the President of Hofstra University, I am well aware of the need our region has for young, accomplished leaders such as you. It is one of the reasons that Hofstra has been a sponsor of the 40/40 program since its inception a decade ago. While you continue on your path to success, I am sure you will continue to make a difference in business, in non-profits and in the community in which you live. Long Island is a better place because of your efforts.

Once again, congratulations on receiving this significant award.

Sincerely,

Stuart Rabinowitz



November 21, 2006

Mr. Burnett:

I wanted to thank you for your participation in our Leadership Training with the McNair Scholars. Being a former McNair Scholar yourself, you know the importance of preparing the youth for success.

Your presentation on public speaking and presentation skills truly helped my students prepare for their research presentations. The students are gearing up for their next phase in life and it is people like you, who take the time to prepare them for their careers.

I am sure the demands of running a business must keep you extremely busy. Yet in still, you take the time out of your schedule to assist the McNair Program by imparting your knowledge to its participants.

I want to wish you much success in completing your Master's in Business Administration degree. Best wishes with your business as well.

Regards,

A handwritten signature in blue ink, appearing to read "Beverly Fields". The signature is stylized and somewhat cursive.

Beverly Fields.
Assistant Director
McNair Scholars Program



College Bound: Liberty Partnerships Program

August 20th, 2005

Mr. Mack Burnett
Ten Grace Avenue Suite #10
Great Neck, NY 11021

Liberty Partnerships Program
Alejandrina Amaro, Director, LPP

Tel 718-990-1374
Fax 718-990-2447
amaroa@stjohns.edu

St. John's University
LPP SJH 132A
8000 Utopia Parkway
Jamaica, NY 11439
www.stjohns.edu

Dear Mr. Burnett:

This letter is to formally thank you for your consistent involvement in the Liberty Partnership Program (LPP). LPP is dedicated to helping middle school and high school students, who are considered at risk of graduating high school, graduate and seek post-secondary education. Your commitment to the program for the last seven years has been invaluable to our students.

The impact that you have made on our student's lives is significant. I just wanted to take a moment to thank you for your involvement not only as a mentor, but as an advisory board member.

As we are moving forward we are setting up a new non-profit that will be dedicated to providing deserving youth a scholarship and it needs some business direction. I would like to offer you a position on the Board, possibly the Vice President position.

At the moment we are struggling with a name for the scholarship. If you decide to take the position providing a name for the scholarship will be your first assignment. I know that you are very good with positioning and coming up with names, so I know that this project will be left in capable hands.

Please feel free to contact me with any questions you may have. Thank you for your time in this matter.

Regards,

Alejandrina Amaro
Director of Liberty Partnerships Program

November 22, 2005

Powerful Impact Media
Ten Grace Avenue S
Suite 2
Great Neck, NY 11021

Dear Mr. Burnett:

This Letter is in recognition of your presence at our BMCC Business Forum, held on Friday November 4th 2005.

On behalf of the introduction to business class, we would like to express our sincere appreciation and gratitude for attending our forum. Your knowledge and experience as a business leader, that you portrayed has been wonderful gift to all of us.

In closing, we thank you again for your honesty, time and dedication while sharing your personal experiences to enlighten us.

Sincerely,



Maya George and Hui Jun Chen

BUS 104 students

Cc: Dr. Papadopoulos