

Regina M Reynolds

Author and Thought Leader

April 22, 2018

### **The Quantum Brand Formulation® (QBF) Process**

*Quantum Brand Formulation is a proprietary process, a formula that allows us to quickly and efficiently develop powerful brand experiences for established organizations, start-ups and solo entrepreneurs. This novel formula, addresses 7 distinct elements, vital to creating a distinctive holistic identity that is of “true value” for customers. This proven, science-based approach is both qualitative and quantitative by design and provides insight-driving identity, content and organizational strategy for quick market entry and long-term success.*

### **The Quantum Brand Formulation Story**

In the fall of 2010, a long tenured corporate career suddenly came to a halt as a result of a divisional sell-off and downsizing. The next thing to do was a big question. I was taking advanced studies in the area of energy medicine. The unexpected free time provided the opportunity to attend classes and contemplate how this modality could apply to corporate branding and the commercializing of new products and technologies that were my area of expertise for over 25 years.

In 2011 the foundation of the Quantum Brand Formulation started to take shape. As a respected brand director in the bioscience and medical markets, I began to reflect on the lessons learned. From my tenure with

Whatman to Agilent Technologies, and the brands in between, they all basically looked at branding the same way. This is who we are and this is what we do (sell).

Examples:

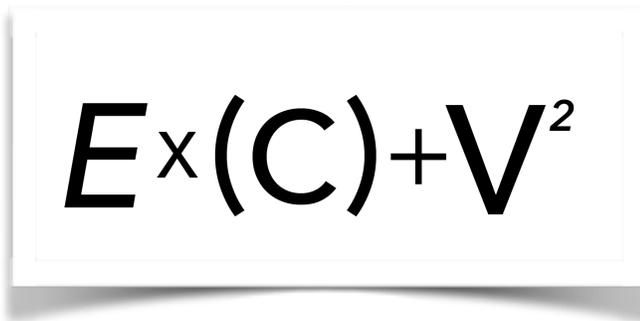
**Whatman:** A historic manufacturing paper company catapulted into scientific applications during the 20th century. A filtration and separations company dedicated to industrial, life science and medical researchers.

**Agilent:** A high tech manufacturing company with a strong HP mindset. A tools company dedicated to analytical laboratory instrument for a wide variety of life sciences customers.

By 2010, I knew something really important was missing. The Quantum Brand Formulation was synthesized from hands-on corporate life experience in M&A environments and the realization that it was prime time for a radically new approach in for the emerging era of personal branding, corporate consciousness and out-of-the-box solutions.

In 2014, the Quantum Brand Formulation (QBF) process was authored, test marketed and has been utilized by bioscience corporations, family owned business, start-ups and solo entrepreneurs to launch identities, new products and services.

This encompassing approach to branding, the QBF process realizes there are a number of vital components to a distinctive, successful brand. In the corporations that I served, two important factors were generally overlooked. They are energy and whole heartedness. The two driving force that is behind attitude, passion, respect and commitment of executives, employees and stakeholders both for customers and each other. Next the more practical issues, and often under rated by the team are 1) multipliers, the total aggregation of what can be offered, 2) whole brain analysis, the delicate balance between creativity and analytic strengths across functions, 3) external factors that can influence success in real time and 4) from the customer's perspective, what they are truly seeking from a brand. The formula below is the QBF process.

The image shows the QBF formula,  $E \times (C) + V^2$ , centered within a white rectangular box with a thin black border. The box has a subtle drop shadow effect against the background. The letters are in a bold, sans-serif font.

As the formula evolved, it became crystal clear that years of looking at the “who and what” of a brand, is an outdated approach. That is why I have dedicated the past 5 years to development of this formula. A branding approach that defines the core identity along side of the true value delivered. For more information, call Regina Reynolds at 323-929-9938 or email: [rreynolds@veriscommunications.com](mailto:rreynolds@veriscommunications.com)