

# KENO BROTHERS

FINE AUTOMOBILE AUCTIONS


BRAND STORY



## *OBJECTIVE*

To create an effective, appropriate and memorable brand for Keno Brothers Fine Automobile Auctions.

This brand will be consistently applied and expressed in all assets and environments associated with the the Keno Brothers auction event and online platform.



# *THE IMPORTANCE OF BRAND IDENTITY*

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As the Keno Brothers, you have a powerful story to tell about who you are, what you do, and your brand identity is one of the most effective ways to communicate this story.

- It ensures that potential clients are aware of who you are and how you are different
- It drives your reputation in the marketplace by differentiating you from the competition
- It helps communicate your values and your approach to current and future clients and the industry at large

By clarifying the Keno Brothers brand, you extend the awareness of your unique approach to create value for your buyers and consigners.

By having a thorough understanding of your brand, you are protecting your most valuable asset: your family name.

# *THE KENO BRAND STRATEGY*

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Behind every strong brand is a clear brand strategy, made up of three parts:

1. The Keno Difference
2. The Keno Attributes
3. The Keno Brand Position

Taken as a whole, this brand strategy directs how you present ourselves to clients, the industry and, to a large extent, how you do business.

# *1. THE KENO DIFFERENCE*

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The Keno difference is:

- **Passion for Provenance**

PASSION FOR PROVENANCE means that we provide passionate advocacy for the seller and ensure our buyers can trust the Keno name with complete confidence.

PASSION FOR PROVENANCE means that we put our automobile at the center of all we do. We understand the cars well enough to represent their legacy and effectively tell their story. It is because of this deep understanding of the historic context that we're able to help achieve a desirable purchase price.

## *2. THE KENO ATTRIBUTES*

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Your brand attributes describe the characteristics that make your essence and positioning possible.

- **Passionate**

From the initial appraisal to the final gavel, we offer all the thrill and excitement of the auction process.

- **Transparent**

With complete honesty we raise the bar of accuracy and representation with honesty and care.

- **Proven**

We bring our expertise and experience at the highest levels of the auction world to bear on the classic car market.

- **Diligent**

We thoroughly investigate, research and test to make sure the car is verified in a way nobody else can.

- **Innovative**

By mapping the past to the present, we leverage the power of a connected world and create a superior buying experience.

### *3. THE KENO BRAND POSITION*

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Your brand positioning statement defines your unique strengths, and shapes how you communicate to consigners, buyers, partners and the industry at large. It creates your point of difference and places you into the classic car auctions landscape in relation to your competitors.

*“The Keno Brothers provide a unique approach to buying and selling fine automobiles, by bringing the highest level expertise and reputation from the art and antique auctions industry to the classic car market. By leveraging the power of technology with this approach we redefine the standards of an automobiles true value and historic relevance, and elevate and educate on the importance of preservation.”*

# *THE BRAND ARCHITECTURE*

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Taken as a whole, your brand difference, attributes and position define who you are, what you do and why it matters so much to your clients. They form a strong, solid foundation on which to build the future of the Keno Brothers brand.

Brand Difference:

**Passion for Provenance**

Brand Attributes:

**Passion / Transparent / Proven / Diligent / Innovative**

Brand Position:

**The Keno Brothers provide a unique approach to buying and selling fine automobiles, by bringing the highest level expertise and reputation from the art and antique auctions industry to the classic car market. By leveraging the power of technology with this approach we redefine the standards of an automobiles true value and historic relevance, and elevate and educate on the importance of preservation.**



# *COMMUNICATING YOUR BRAND*

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Your new brand identity symbolizes the power of your capabilities and approach - evoking trust, passion, elegance and reputation. These are the qualities your brand represents:

- *Art & Design*
- *Luxury & Utility*
- *Antiques & Automobiles*
- *History & Relevance*
- *Established & Progressive*
- *Timeless & Timely*
- *Tradition & Technology*

# *HOW YOU DO BUSINESS*

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We provide a personalized service, offering the care and attention expected of the Keno name.

We leverage each other's strengths, creating a powerful and balanced partnership.

We develop a genuine understanding of what clients desire and expect.

The service we provide drives real value for our consigners and buyers.

- Our expertise is thorough and specialized.
- Our knowledge is matched by the depth of our commitment.
- Our process, approach and innovation meets practical application and elevates the auction process.

# *LANGUAGE*

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Storytelling / Exclusive / Transparency / Honesty / Trust /  
Passion / Endorsement / Simplicity / Curated / The Best  
Customer Service / Superior Buying Experience / Rolling  
Sculpture / Sculpture in Motion / Time Machines / Own a  
Piece of History / Respect for Legacy / Industry  
Experience / Hand Picked / Vintage Racing / Set Apart /  
New Level / Luxury / High-End / Legacy / Thrill &  
Excitement / Rare & Unique / Coveted / Announcing /  
Introducing

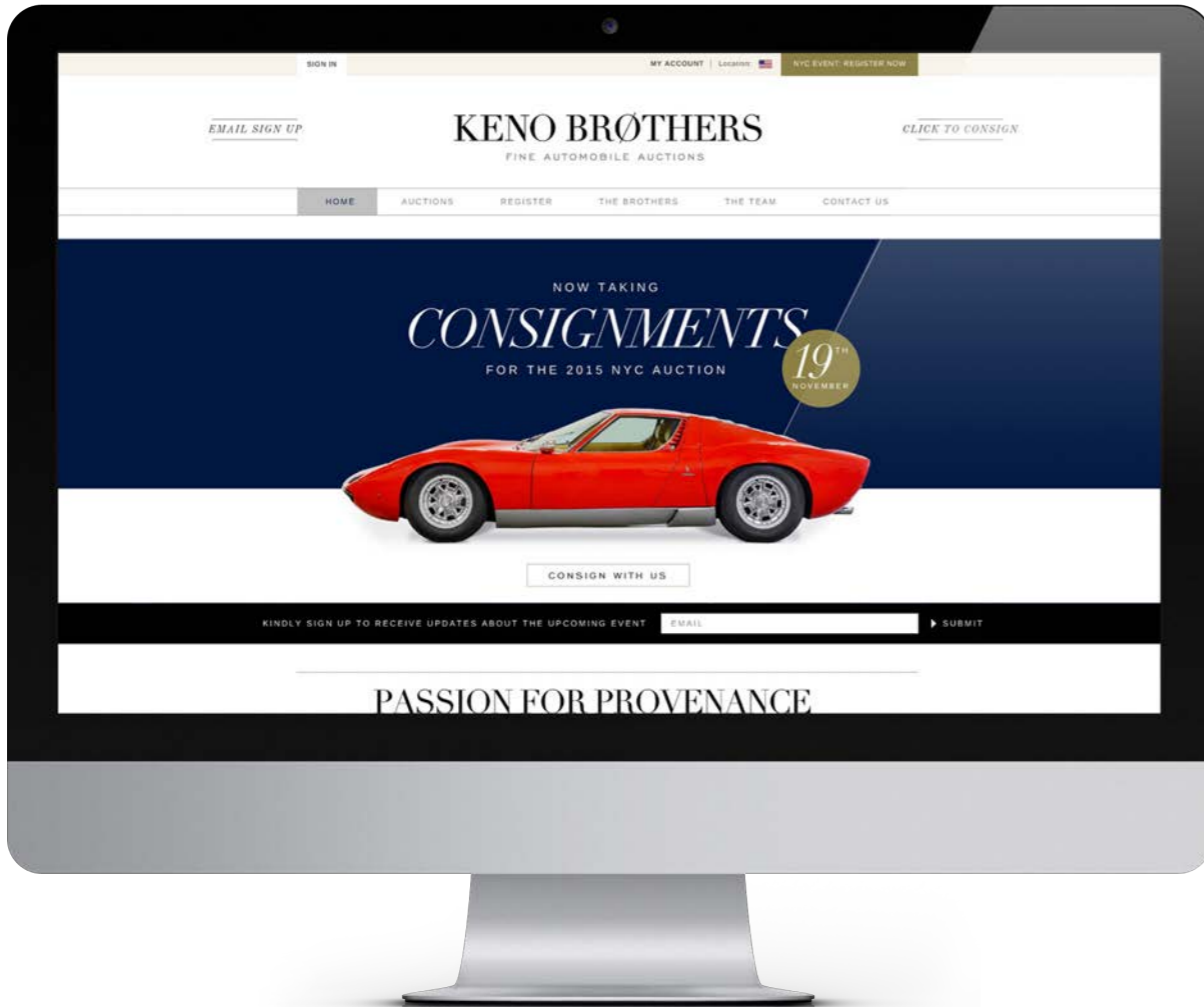
# LOGO

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# BRAND ELEMENTS

Website



Folder, Forms & Business Cards



Print Advertising



Postcard



Video

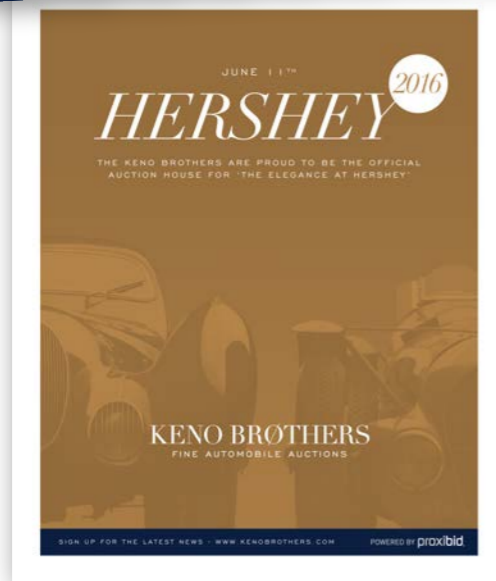
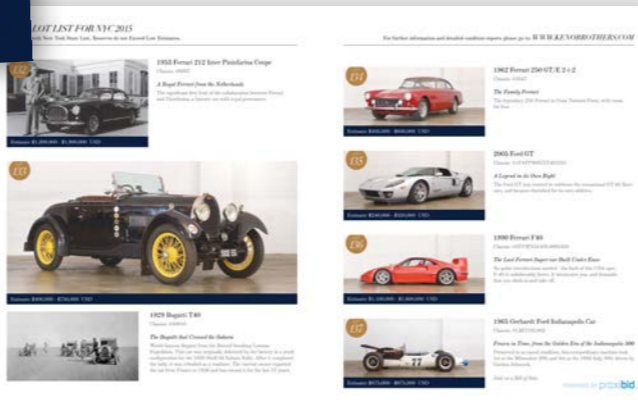
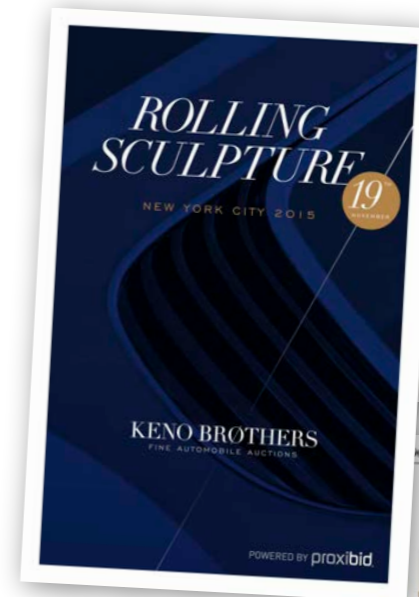


# BRAND ELEMENTS

Catalog 1



Petite Catalog



# BRAND ELEMENTS

## Execution

### Concept



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