

INDUSTRIAL STRENGTH SOUL

Either we inspire, or we expire.™

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FOR IMMEDIATE RELEASE

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Industrial Strength Soul Wins CFA Award for Values-Based Brand Campaign

Oak Park, IL – Industrial Strength Soul was announced a winner in the prestigious 2005 Chicago Financial Advertisers (CFA) Eagle Awards Competition for the values-based brand campaign created for GreatBanc Trust Company.

“Engaging customers through shared values and genuine emotional connection builds unshakable brand loyalty,” said Bernadette Doran, president of Industrial Strength Soul. “Corporate dishonesty and manufactured images have made consumers feel manipulated, disenchanted and disbelieving. Knowing the values and beliefs of a company – its essence, its very soul – creates an opportunity for an authentic, long-lasting and mutually rewarding relationship.”

Doran was delighted to find a partner in Michael Welgat, President of GreatBanc Trust Company, who was eager to create a values-based brand campaign for the 9-year-old fiduciary services company based in Oak Brook, IL.

“Most financial services companies offer similar products, and everybody’s numbers balance at the end of the day,” said Welgat. “But not everybody has our passion, entrepreneurial spirit, and unflinching dedication to ethics and integrity. And in a world of off-the-shelf financial solutions, we continually think outside the box. These values are what set us apart and are the foundation of our brand.”

The GreatBanc Trust brand campaign was developed over a 20-month period and began with a vision and alignment executive retreat facilitated by Doran to determine key values and corporate commitment. After extensive research, Industrial Strength Soul developed and produced a new corporate identity, a modular communications package of printed pieces, and a website with musical enhancement (www.greatbanctrust.com). Industrial Strength Soul also collaborated on the redesign of the lobby and main conference room at GreatBanc Trust headquarters to reflect the new brand.

Industrial Strength Soul, headquartered in Oak Park, IL, offers a range of corporate support services, including values-based brand consulting, executive vision and alignment retreats, leadership development consulting, and corporate wellness workshops.

For more information about Industrial Strength Soul, please contact Bernadette Doran, President, at (708) 383 2288 or bdoran@industrialstrengthsoul.com.

About Bernadette Doran

For more than 25 years, Bernadette Doran has been a global catalyst for change, growth and personal and organizational success. A dynamic leader and inspiring educator, Bernadette offers a rare combination of expertise in leadership development, corporate image management, brand strategy, and leading-edge mind-body medicine.

Bernadette was a senior executive with three of the largest global advertising agencies, working in Chicago, New York, and Melbourne, Australia, before establishing an independent consultancy. Bernadette gained an international reputation for groundbreaking leadership techniques, winning dozens of awards for business effectiveness and creativity. She has an exceptional, results-oriented track record in serving Fortune 500 and leading international companies, and was nominated for Advertising Woman of the Year.

Bernadette's empowering approach to helping organizations and individuals succeed is grounded in her extensive training in mind-body medicine. From her undergraduate days as a biology major, she has pursued a passionate, lifelong study of the power of the mind, emotions and intentions as they related to personal achievement, health and well being. She has trained with many leaders in such fields as psychoneuroimmunology (the effect of the mind on the health of the body) and is a certified teacher of several bioenergetic techniques.

Bernadette's unique expertise offers clients an extraordinary and powerful foundation for personal growth and organizational transformation. A native Chicagoan, Bernadette has lived around the world and currently resides in Oak Park, IL, a Chicago suburb.

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