

# Branding Client Letter

## PDMI

Date

Name

Company

Address

Address

Dear NAME:

Have you noticed? Pharmacy Data Management, Inc. has a new face! You're a big part PDMI's success and growth, so we wanted to "officially" tell you about PDMI's new brand identity. We're very excited about it, and we hope you like it, too.

Why a new brand identity? Like many companies that experience growth built on a solid base of loyal clients, we tended to focus on operations and neglect our marketing communication; over time, what we were saying and how we said it no longer reflected who we are or what's important to us. So we decided to bring our look and our message more in line with our values and what we do. Our people transform your business needs into creative solutions—and we want our communication to reflect that. Over the next few months, we'll roll out the new look and messaging to all of our communication channels.

As you know, a brand is so much more than simply a logo; it's everything that can be perceived about a company. For us, this includes our focus on your needs; flexible, custom solutions; clarity in pricing; and the very best service from talented people who really care. This new "face" doesn't signal any changes to our business model or the way we interact with you. Indeed, since we're also actively communicating our brand identity internally, we hope you'll even see a renewed focus from our associates.

Thank you for being such an important partner to PDMI, and we look forward to continuing to earn your trust every day.

Sincerely,

Doug

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