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Testimonial - Dorian Glass

To whom it may concern,

While employed as a General Manager at iTouch (a leading global mobile services provider) we commissioned Dorian Glass to facilitate and drive a brand building project for our flagship brand, a mobile content service called 35050 (Three Fifty Fifty).

Prior to Dorian's contract, we appointed one of the best advertising agencies in South Africa, for the same purpose. While they did provide us with nice logo, they contributed little else to the brand itself.

We approached Dorian when we heard of his expertise in understanding (**truly understanding**) brands.

During the project Dorian proved to be passionate, competent, patient and truly skilled in his grasp of the essence and juices that make up a brand. Using various techniques in research, focus groups and workshops, he managed to define the brand and align all staff to the brand. The latter proving the most important but the most difficult.

Dorian certainly understands brands and marketing in great depth. He furthermore has the skills required to communicate his knowledge to others, to help them understand and support their own brands better.

I would not hesitate to enlist Dorian's services again for such a project. I've never met anyone who could perform a better job.

Yours faithfully,



Michael Hainebach

Marketing Director