



Marvin K. Chow

t h e b r a n d

BRAND POSITION

Marvin Chow is a multi-dimensional thinker who creates and leads innovative, results oriented programs that drive revenue and consumer value now and into the future.

Through hard work, a passion for people and in-depth analysis, he creates a paradigm and environment poised for success.

BRAND VALUES

*“The ability to win
is diminished
for those unwilling to prepare.”*

Possibility

Dedication

Dimensionality

Integrity

Torque

THE LIVING BRAND

Developed by *Jager DiPaola Kemp*, the Living Brand is the personification of a brand according to key dimensions of human character.

left brain
dependable
analytical
flexible
logical

vision
clear
peripheral

right brain
passionate
progressive
supportive
friendly / fun
creative

voice
inspiring
challenging

THE SOUL

The progressive edge
that will challenge
one to be better, smarter and more...

... to explore the possibilities.

THE PASSIONS

The things
that Drive,
that Inspire,
that Move.

"Vision is the art of seeing things invisible."

POP CULTURE



BRANDS



TRENDS



DESIGN



THE CONNECTION

Marvin K. Chow

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