



The ADMANITY® Protocol is on a Mission to Help Over 1 Million Small Businesses Affected by the COVID Economy

Phoenix, AZ - Combining innovation and the understanding of human emotion, ADMANITY® is poised to lend a hand to millions of small businesses across the U.S. The Phoenix-based company recently launched its [ADMANITY Protocol](#), a test-based, brand analysis providing any business with expert level advertising, marketing, and communications advice.

Developed by advertising professionals, The ADMANITY Protocol is a fully digital, four-element system that initiates with a proprietary, algorithm-based test, typically taking about five minutes to complete. The test results identify the emotional characteristics of the business, which are presented in the second element, the Brand Brief, a 4-6 page document. The third element is the strategy-based Brand Attraction Report, a 150+ page document specific to the business. The Personal Portal which the user accesses to view both documents is the fourth element. Also within each user's portal is a virtual library of videos, blogs, podcasts, and ADMANITY U, the company's answer to providing virtual, professional advice to its customers.

Never before has an algorithm, based on human emotion, been created to analyze a businesses' emotional advantages. Based upon the fifteen emotions that have historically and consistently been used to sell to consumers, The ADMANITY Protocol identifies the same advertising and marketing strategies the "big brands" have used for decades. Sharing this knowledge allows ADMANITY to support its mission to help the small business compete more effectively in their marketplace. The objective is to arm the mom and pop, startup, or small business operator with the same formulas and insights advertising agency clients enjoy.

"The test and the resulting Brand Brief provide exceptional insight" stated Brian Gregory, ADMANITY's Founder and CEO. "But the individual, Brand Attraction Report is significant in that it's like an owner's manual for your brand. Every business should have one."

The Brand Attraction Report is meant to bridge the gap for businesses who can't afford to hire an ad agency as well as those who will benefit from specific, professional guidance in creating media messaging, marketing, and brand management.



Here's how it works: for independent small businesses, a one-time fee of \$397 provides the user immediate access to the test and upon completion, presents them their Brand Brief. The customer will then be granted access to their Personal Portal, where they will find their Brand Attraction Report - providing dozens of formulas, tactics, strategies, and insights for their specific brand's emotional identity. The small business can then use this guidance directly in brand communication, customer acquisition, upselling, and even winning-back lost customers. The Brand Brief, the virtual library of resources, and future content created by ADMANITY will also be found in the Personal Portal.

“With the Brand Attraction Report and ADMANITY U, the user will have a virtual blueprint to develop their own advertising, social media, and copywriting output” stated Gregory. “It’s literally like having your own online ad agency at your fingertips.”

During the ongoing COVID crisis, the company is allowing discounted access to ALL businesses who seek assistance. The company is also providing VIP access to business organizations, chambers of commerce, and trade groups who contact the company.

“Small businesses across the country are going through a heck of a time in this COVID-economy” stated Roy Regalado, President of ADMANITY. “In addition, most small businesses may not be able to access agency-level marketing advice. It’s always been out of financial reach because agencies charge top dollar for this level of analysis,” he added.

“You cannot sell your brand to the world, until you know what attracts the world to your brand” added Gregory. “We provide the know-how.”

ABOUT ADMANITY®

ADMANITY® created The ADMANITY® Protocol as the first online system to clearly identify and describe the best emotional advertising methods for any business. It is based upon the fifteen emotions that have sold every brand to the world. Every business aligns directly with one of these emotional archetypes. The company was established in 2019 to serve small businesses. The algorithm and test, developed over 7 years, were created by CEO Brian Gregory, a former publisher, advertising executive, and entrepreneur. The company was founded by Gregory and Roy Regalado, a former ad agency executive and entrepreneur. ADMANITY is a registered trade name of ADMANITY, LLC.