

What is
uniqueness?

*Uniqueness is the sum of all the little
and big things
that make your organization what it is.*

It's what *inspires* and guides most of your
natural behaviours
and actions.

It's the force that propels your organization to thrive and gives it its soul and purpose.

It's what sets you apart.

Uniqueness is what makes you so valuable. Remarkable.



It can be found in your

product...

*How it's made. With what. By whom. From where.
And in its features and functionalities.*

It can be found in your

service...

*How you deliver it. Where you deliver it. To whom.
Why you deliver it. And the value it creates!*

It can be found in your

approach...

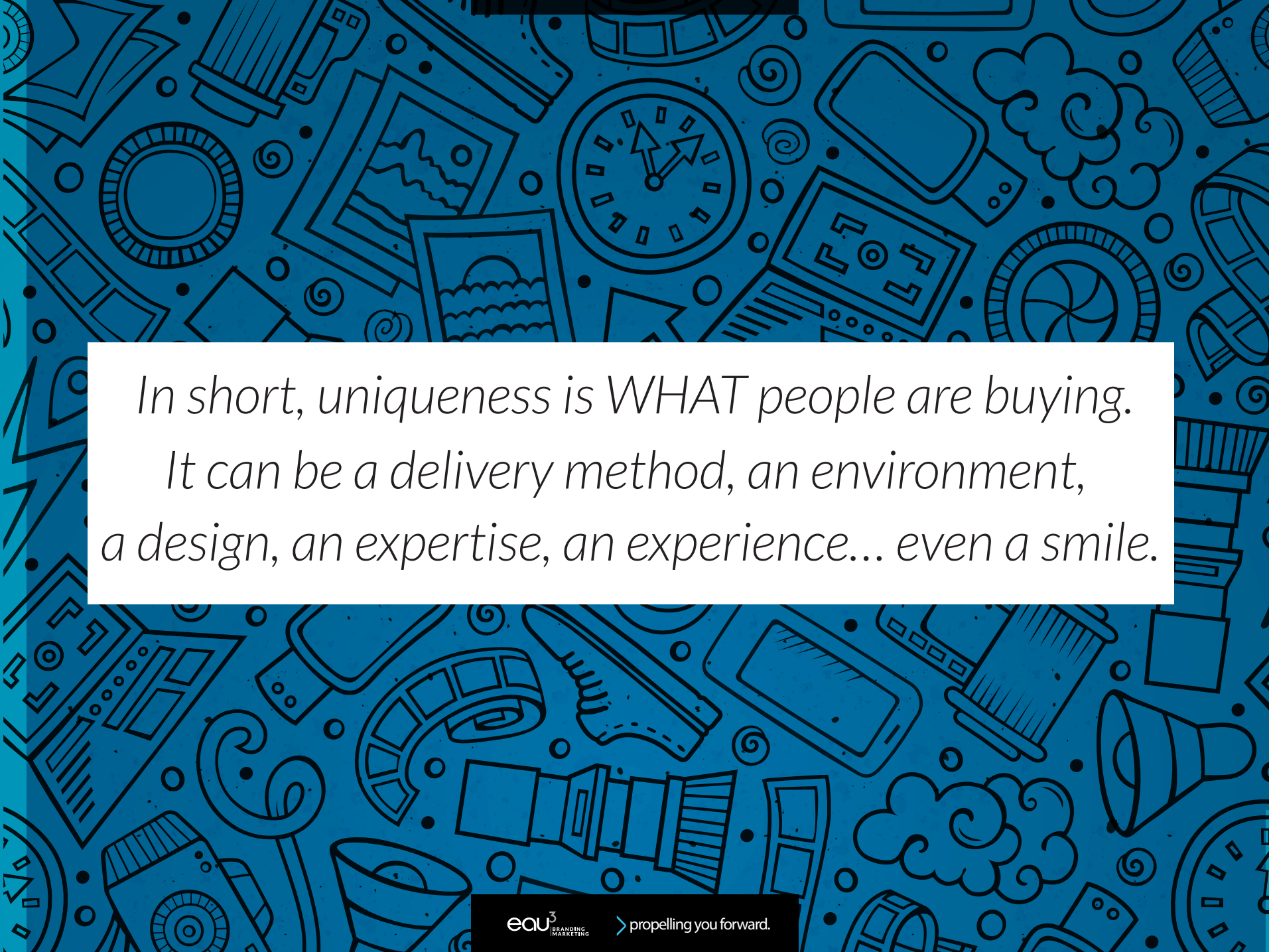
*How you do things. How you build relationships.
How you create.*

It can be found in your

team...

*In their technical capabilities, their unique know-how
and their personality.*

It can be found *in your values...*
your purpose.



*In short, uniqueness is WHAT people are buying.
It can be a delivery method, an environment,
a design, an expertise, an experience... even a smile.*

*It can be anything.
But it needs to be real.
Uniqueness cannot be faked.*



*At eau³, we help businesses define their uniqueness.
It's what we do.*

Need help? Just ask. We'll tell it like it is.

514 272 0303

eau³
**BRANDING
MARKETING**

> propelling you forward.

*Like the idea of doing something like this?
Let's make it happen.*

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