



TEN BEES of PARAMOUNT BRANDING

- Be Optimistic, shine bright and full of pride
- Be Dignified, living up and inviting to the basic set of human values
- Be Brand for Band, unite, make people join together
- Be Brand for Fans, inspire, unleash the talents of your fans
- Be Harmony, promote understanding instead of condemning
- Be Integer, hold on to Fair Play and frankness
- Be Home, facilitating the balance of reality and virtuality
- Be Exiting, telling everlasting stories of experiences and dreams
- Be Simple, operate BFV's marked by basics and modesty
- Be Cheerful, spread your message with humor and joy