



Western Regional Minority Supplier Development Council

Branding Minority-owned Business Wins New Contract at WRMSDC Expo

Joanne's Win

Joanne Tan Visual Branding specializes in helping companies establish their presence, lift their brands, and craft content through promotional videos, marketing and photography. Her reputation earned her the attention of Ranjani Mohana (a fellow certified MBE), who recommended she attend the WRMSDC Expo. This being her first expo, Joanne was delighted when she made a connection with Bay Area Traffic Service (BATS). BATS, who happened to need Joanne's specialty services, was very interested in a follow-up meeting with her. This connection led to a new contract with BATS for two promotional videos.

This will be an exciting new venture for Joanne and her team. They'll be a major player in helping to spread the word about BATS through a promotional video that expresses the BATS mission and core values. Joanne's team will leverage their craftsmanship and brand-building expertise to cover the history of the company, its current state, and its future.

Advice for MBEs

You never know where and from whom you'll get your next project. Network, network, network – MBEs should attend as many events as they can where they can make a new connection. She was delighted with the WRMSDC's Expo and plans to attend this event going forward.

Joanne said, "Get certified, go to networking events, and never stop improving your brand."

Joanne has an entrepreneurial attitude that she attributes to her rich background in marketing, journalism, photography, and her law degree.

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