

WE WORK WITH CLIENTS ON COMPREHENSIVE BRAND DEVELOPMENT AND WE ALSO TAKE ON SPECIFIC PROJECTS OR PARTS OF THE BRANDING PROCESS. WITH ROOTS IN BOTH TRADITIONAL COMMUNICATIONS AND BUSINESS CONSULTING, WE PROVIDE A UNIQUE BLEND OF SOUND STRATEGIC THINKING, OUTSTANDING CREATIVE AND DEDICATED CLIENT SERVICE.

**BRANDING**

- > Brand Input Workshop
- > 360° Brand Feedback Survey
- > Positioning Assessment (SWOT)
- > Customer Interaction Map
- > Positioning, Promise, Personality development
- > Name, logo, tagline development
- > Brand architecture/relationship mapping
- > Focus testing
- > Summarizing Brand Blueprint
- > Brand Guidelines
- > Brand Web Portals
- > Internal Brand launch planning
- > External Brand launch planning

**PHOTOGRAPHY, VIDEOGRAPHY & IMAGE SOURCING**

- > Photoshoot Plan and Direct
- > Brand Photography
- > Image bank development
- > Corporate and product photography and videography

**GRAPHIC DESIGN & COPYWRITING**

- > Stationery and forms design
- > Brochure and display designs
- > Signage and exhibit design
- > Branded merchandise programs
- > Collateral Design (posters, flyers, newsletters, white papers etc.)
- > Householders (research, writing, imagery)
- > Copywriting (ads, broadcast, brochures, websites, householders, newsletters, white papers etc.)

**WEBSITE DEVELOPMENT**

- > Website planning
- > Branded Website (extranet, intranet) design and production
- > Brand Web Portals
- > Social Media

**MARKETING, COMMUNICATIONS PUBLIC RELATIONS & ADVERTISING**

- > Ad campaign planning and implementation
- > Market research
- > Marketing plans
- > Ongoing internal communications
- > Community/media relations
- > Media Planning & Coordination
- > Event planning

**SPECIALIZED BRANDING**

- > Place Branding (cities, regions, rural areas)
- > Corporate Re-Branding
- > Not for Profit Organizations
- > Environmental Branding

**BRAND COACHING**

- > Brand users training
- > Staff brand leadership training
- > Senior management brand leadership coaching