

Branding is more than a name and logo, it is about **creating a complete experience**. When executed correctly, a brand builds an **emotional connection** and **cultivates loyalty** with consumers, creating long term **value** and **equity**.



1
CONSULT

- Market research
- Name
- Brand positioning
- Core values
- Brand story

2
DEVELOP

- Brand strategy
- Logo & color palette
- Brand guidelines

3
CREATE

- Packaging & romance
- Incase & toc displays
- Advertising & print
- Web design & e-marketing

4
IMPLEMENT

- Consistant brand experience in store & online
- Reinforce with advertising
- Amplify the voice with social media
- Establish marketing calendar

5
EVOLVE

- Continue to explore new ways to nurture & evolve your brand!