



PRODUCT SCOPE

brand manage ment

Ongoing service and support. We take over all things brand and ensure your marketing campaigns are well-planned in advance for maximum ROI.

We manage all internal and external brand touchpoints to showcase a cohesive, integrated brand experience.

BRAND MANAGEMENT

+ *Existing Strategy Evaluation* required

+ *Brand Strategy Development* optional

Inclusions:

- Internal Brand Touch Point Evaluation
- Advertising Campaigns
 - Targeting a new/existing audience
 - New product launch
 - Brand awareness
 - Brand perception
 - Brand loyalty
 - Brand recognition
 - Brand value
 - Differentiation
 - Other
- External Media Channel Management
- Yearly Channel and Media Planning
- Consumer Journey Touch Point Strategy
- Brand Architecture
- Performance Reporting
- Other

* *Includes Brand Consulting & Audit Package*

* *Excludes photography and videography costs*

* *Minimum 6-month contract*

brand develop ment

Here we turn brands into lifestyles. Whether a start-up or an established business, we can transform your brand into much more than a pretty face. Your Brand Strategy is the **direction and guide** for all decisions made within your business. Your Brand Identity is how you will be **recognised, known for and remembered**. Both are essential for business success and longevity.

BRAND STRATEGY

- Executive Summary
 - Mission statement
 - Brand essence
 - Keys to success
- Market Analysis
- Situational Analysis
 - PESTEL (external)
 - SWOT (internal)
- Market Research
- Market Segments
 - Target market and audience
 - Market needs
- Competitor Analysis
 - Industry participants
 - Industry competitors
 - Direct competitors
 - Indirect competitors
 - Points of parity
 - Points of difference
 - Competitive advantage
- Brand Positioning
 - Value-based positioning idea
 - Positioning statement
- Market Trends
- Future Growth
- Products and Services
- Service Description
- Pricing Strategy

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- Marketing Strategy & Implementation
 - Media Summary
 - Media Trends
 - Contact Audit
 - Key Communication Contact Points
 - Campaign Roll Out Plan
 - Consumer Contact Journey
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BRAND IDENTITY

- Brand Purpose Summary
- Target Market Summary
- Brand Identity Blueprint
- Brand Tagline
- Psychology of shape, font & colour
- Brand Style Guide
 - Primary & secondary logos
 - Brand icon(s)
 - Primary and secondary colour(s)
 - Primary and secondary fonts
- Do's and Don's
- Content Creation Guide
- Media Usage

WEBSITE DESIGN

- Up to 6 pages
- Basic SEO setup
- + *Animation additional*
- + *AI features additional*

brand consulting + audit

BRAND CONSULTING + AUDIT

One-on-one support throughout all internal and external brand touchpoints. **We direct and guide** essential business decisions to maintain a holistic brand image and stay true to the brand's purpose. Whether it's which colour to paint the boardroom wall, or how to communicate to your desired audience, we're here for it all.

This service is recommended after a brand strategy and brand identity project has been completed to provide further guidance on staying true to your brand, communicating to the right audience and making sure objectives and goals are achieved.

BUILDING BRANDS WORTH LIVING.