

Consultation
Assessment
Identity
Packaging
Pattern
Communications
Photography

Ideal for Start-Ups
Two Hours Session
with a Brand Strategy
Report

Brand Strategy

We can help you define your brand by starting with a two hour brand strategy consultation.

A brand is not just about a logo or an identity, but about understanding where you want to take your business, how to differentiate yourself from others and what the brand should communicate about your company. This is a useful thought process to go through particularly when starting up a new business.

Why you might need consultation...

We help you think differently about your business and support you to gather the information needed that will enable you to navigate your brand on a growth trajectory.

During this consultation we will ask where you want to take your business, and identify your corporate values, aims, target markets, product focus and consumer journey.

During past brand strategy sessions we have done with clients, they have often said things like 'can you please record what I just said because I've never said it like that before', or 'I've never thought about that before, you've given me some good ideas'.

What if I need more than two hours?

During the consultation we may suggest follow up workshops if we feel you need a better understanding of certain areas to promote your business, or you may identify areas where you could do with extra help.

For example you may benefit from support for naming your business or adding a tagline, or you may want to understand your target market more clearly, or gather some content around your brand that you can use to help promote the brand.

What do I get from the consultation and what's next?

Following on from our discussion, we will provide a brand strategy report. If we think you need more work to promote your business and branding, we will make suggestions and give you a quotation on the necessary work needed to be done.

What do I need to prepare for the session?

You don't need to prepare anything in advance, other than knowing as much as you can about your target market, where the business is now, and the direction you want to take for your business. A SWOT Analysis in advance would of course be useful but not necessary.

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