

# Core Service

## *Descriptions*

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**Brand Strategy Development:** Creating a comprehensive brand strategy that aligns with the client's business objectives, including market research, target audience identification, and competitive analysis.

**Brand Audits:** Evaluating the current state of a brand to identify strengths, weaknesses, opportunities, and threats, providing actionable insights for improvement.

**Brand Messaging:** Crafting the core messages that effectively communicate the brand's identity, values, and unique selling propositions to the target audience.

**Brand Copywriting:** Writing compelling and persuasive copy for various brand materials, including websites, brochures, and advertising campaigns.

**Brand Purpose Definition:** Helping brands define their purpose beyond profit, which resonates with customers and employees alike.

**Value Proposition Development:** Articulating the unique value the brand offers to its customers, distinguishing it from competitors.

**Brand Positioning:** Strategically positioning the brand in the market to appeal to the target audience, including positioning statements and marketing strategy alignment.

**Brand Identity Development:** Creating or revamping a brand's visual identity (logo, color scheme, typography) and style guide to ensure consistency across all touchpoints.

**Customer Experience Strategy:** Designing a strategy to enhance customer interactions with the brand across all channels, improving satisfaction and loyalty.

**Digital Brand Management:** Managing the brand's online presence, including social media strategy, content marketing, and online reputation management.

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*Thank you!*