

SERVICE 1

MISSION & VISION / BRAND PURPOSE

IDEOLOGY

SERVICE 2

STRATEGY & POSITIONING

STRATEGY

SERVICE 3

NAMING & NOMENCLATURES

SERVICE 4

MARKETING & MESSAGING

SERVICE 5

BRANDING & IDENTITY DESIGN

SERVICE 6

PACKAGING & PRODUCT DESIGN

APPEARANCE

SERVICE 7

**ONLINE APPEARANCES &
RETAIL STORE DESIGN**

SERVICE 1

MISSION & VISION / BRAND PURPOSE

Brand purpose / mission-vision workshops
 Brand ideology & principles
 Brand core purpose, values & DNA

IDEOLOGY

SERVICE 2

STRATEGY & POSITIONING

Brand audit & brand equity analysis
 Brand strategy workshops
 Brand positioning & unique selling proposition
 New business development & presentation
 New brand strategy & positioning presentation

STRATEGY

SERVICE 3

NAMING & NOMENCLATURES

New company name development, sub-brand
 New product name, new technology name / nomenclatures
 New product range, category, segmentation name / nomenclatures
 New real estate project, new development, new name / nomenclatures

SERVICE 4

MARKETING & MESSAGING

Advertising – Digital space / Print media – Trade / Consumer
 Target customer group profiles
 Marketing calendar
 Presentations / Corporate capabilities presentations
 PR, Media kits & Events
 Sales tools / Sell-in kits
 Entertainment celebrity or athlete product placement solutions

SERVICE 5

BRANDING & IDENTITY

Logo & logotype design
 Corporate identity manual / Visual identity systems
 Business stationery system
 Website (UI) / Social media profiles / App (UI) / Digital media
 Packaging / POP/POS & retail graphics
 Print collateral / Brochures / Books / Security badge / ID cards
 Sign and signage – Exterior environment & facade / Interior wayfinding
 Uniform / Staff attire
 Promotional items

APPEARANCE

SERVICE 6

PACKAGING & PRODUCT DESIGN

Hard products and soft products
 Real estate anchor tenant kits
 Presentation kits: Vision / New concepts / Brand launches / Welcome kits
 Footwear / Apparel / Accessories
 Equipment
 Furniture & interiors

SERVICE 7

ONLINE APPEARANCE & RETAIL STORE DESIGN

Homepage (UI) + Ecomm site (UI)
 Social media (Templates)
 Digital advertising (emplates)
 Tablet App (UI)
 Brand flagship stores / A-, B-, C-door stores
 Shop-in-shop stores / Pop-up stores / Showrooms
 Tradeshow booths
 Hardware systems & fixtures
 Kiosks
 Point-of-sale / Point-of-purchase

Deliverables listed are for indication only to suggest the focus within each area of service.

Service 1

MISSION & VISION / BRAND PURPOSE

Ideology and principles

“For clients in distress looking to re-focus brand and business; the mission-vision book is an invaluable management tool.”

DELIVERABLE

Workshop with company executives, founders and or owners to collect ideology and principles fundamental to cultivate corporate culture and nurturing leading brand attitudes from the inside out in order to increase magnetic appeal. The final deliverable is a digital and or printed document outlining the DNA of the brand for internal use.

Service 2

STRATEGY & POSITIONING

Passion and focus

“For clients preparing to launch who requires measurable results; strategy and positioning is a critical executional tool.”

DELIVERABLE

Digital and or printed document defining strategic building blocks enabling management to reposition the brand with a competitive difference and relaunch the brand under a new company wide tagline.

Service 3

NAMING & NOMENCLATURES

Titles and naming conventions

“For clients launching their most important business or offering; creating the right name or terminology determines success.”

DELIVERABLE

One or a collection of meaningful and recognizable names, terminologies, systems, or naming conventions that bear the resemblance of and or compliments the brand, project, product, service, functions, features and or benefits.

Service 4

MARKETING & MESSAGING

Statements and lingering impressions

“For clients building image, business, and seeking momentum; disruptive marketing and messaging produce measurable results.”

DELIVERABLE

A big campaign idea with iconic initiatives and or a series of orchestrated activities to create newsworthy coverage and reverberate a new voice and image to be more meaningful and evoke magnetic appeal, shape a inspirational brand personality and induce sustainable demand.

Service 5

BRANDING & IDENTITY

The soul of the company and visual systems

“For clients yearning to stand out among competitors; shaping a strong visual identity establishes a consistent pattern of recognition.”

DELIVERABLE

Informative guidelines to uphold the highest level of consistent use of all visual identity elements and brand personality to build recognition, awareness and inspire creativity.

Service 6

PACKAGING & PRODUCT DESIGN

Awe-inspiring and beneficial

“For clients with integrity seeking increasing demand; developing authentic product and packaging design no one can imitate.”

DELIVERABLE

Packaging and or product design that are iconic and embodies the brand's integrity - with it's shape or appearance recognized from a distance, invigorating design details discovered up close, and unique features coming to life when in use - and induce sustainable demand.

Service 7

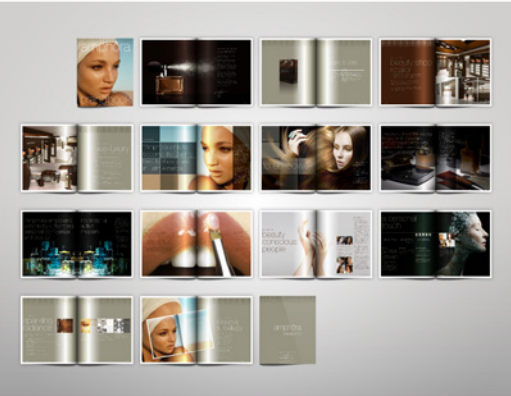
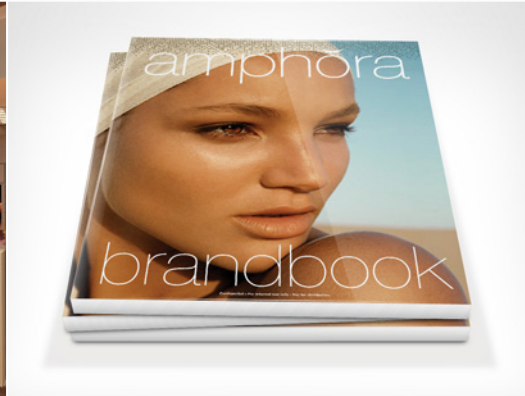
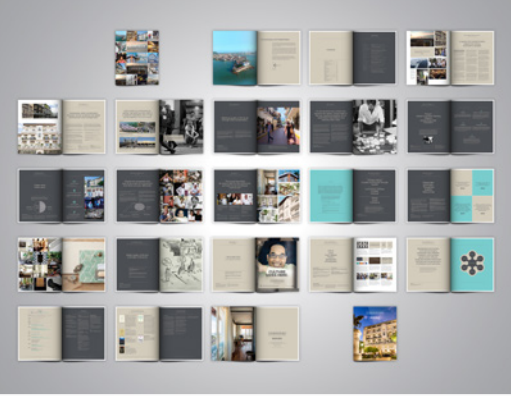
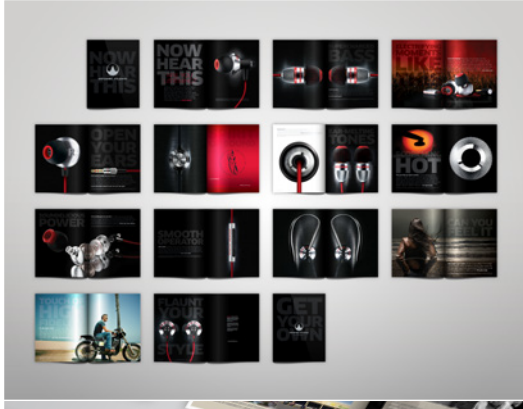
ONLINE APPEARANCE & RETAIL SPACE DESIGN

Total Brand Immersion™

“For clients who rely on brand experiences to generate conversion rates; the online appearances and the new generation retail stores must offer total brand immersion.”

DELIVERABLE

Online appearances and or retail store design for physical and or digital spaces such as flagship stores, A- B- or C-doors, sales centers, showrooms, shop-in-shops, trade shows, kiosks or events for brands that focus on immersive brand experiences to leave a memorable impression and build a loyal following / fan base.

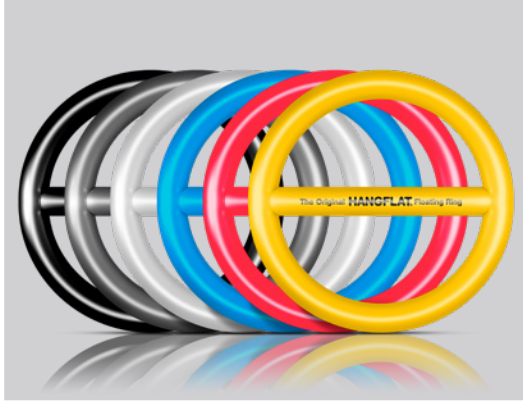






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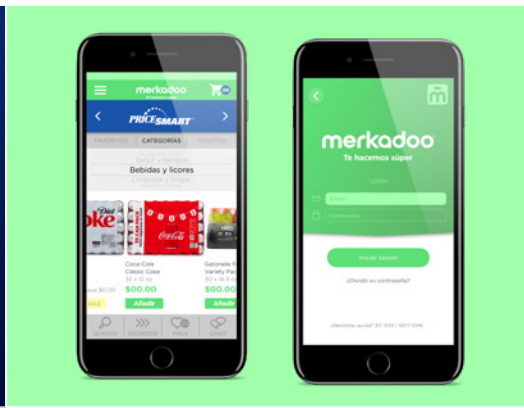




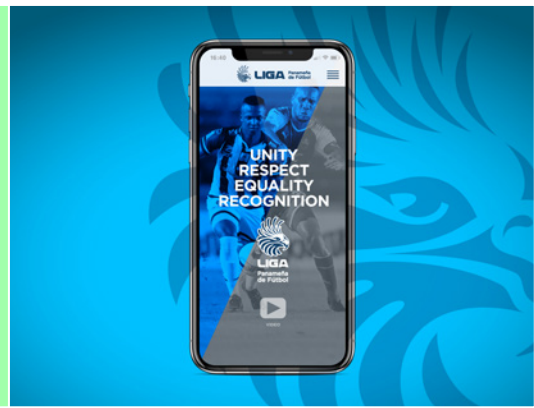




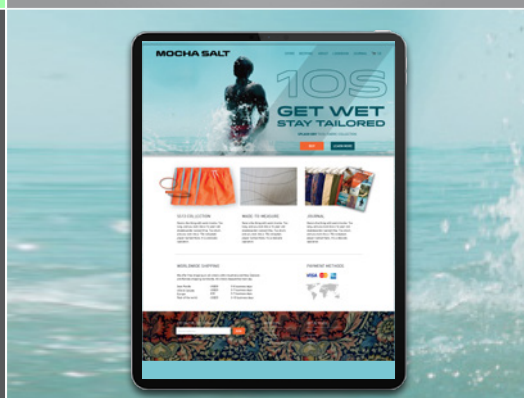
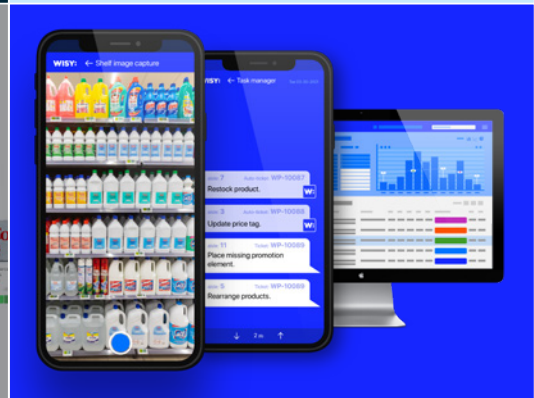
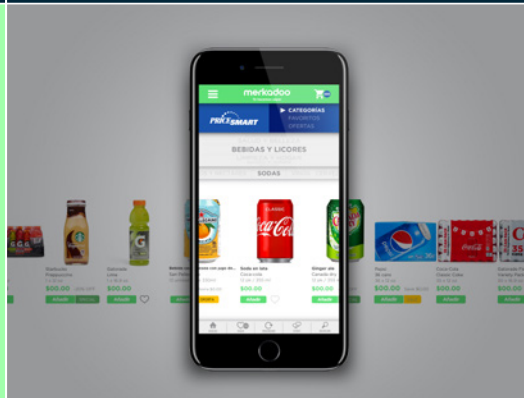
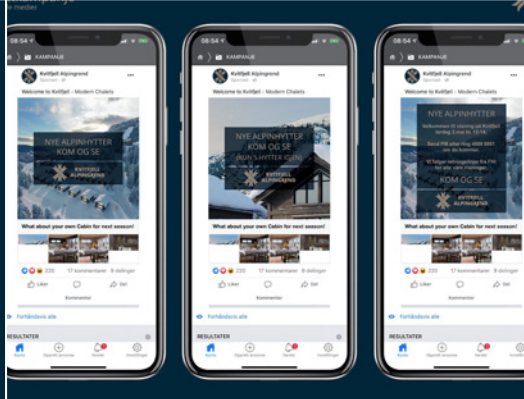
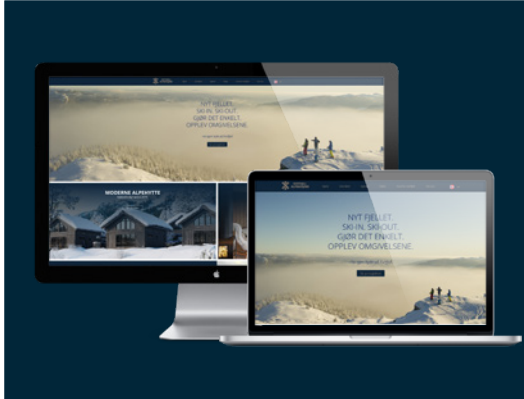
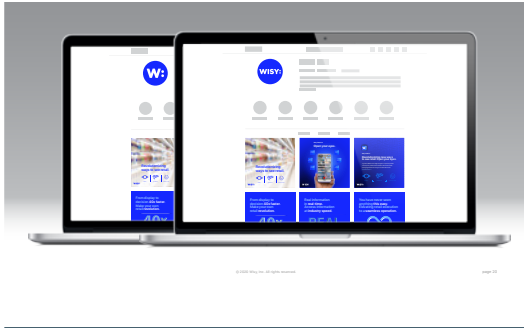
Social media / Instagram



Social media / Facebook



Social media / Twitter





SERVICES TIME + DELIVERABLES

All fees, development times and deliverables listed below are general approximations only and will change based on project scope and detailed information and requirements defined after discussions with each new client.



HOLDING NAME	REGION
BRAND NAME	DISTRICT
SUB-BRAND NAME	AREA
RANGE NAME(s)	NEIGHBORHOOD
PRODUCT NAME(s)	PROJECT/PROPERTY
SERVICE NAME(s)	COMPLEX/MALL
TECHNOLOGY NAME	STREET/PARK
FEATURE NAME	BUILDING/STADIUM



SERVICE 1

Mission & Vision / Brand Purpose

Dev.time: 21 days
Fees range: Based on project scope

- Includes
- Workshop
 - Brand principles book (internal)
 - Digital and or printed format

SERVICE 2

Strategy & Positioning

Dev.time: 3 - 7 days
Fees range: Based on project scope

- Includes
- Workshop
 - Competitive position map
 - Tagline (companywide use)
 - Roadmap development

SERVICE 3

Naming & Nomenclatures

Dev.time: 2 - 5 days
Fees range: Based on project scope

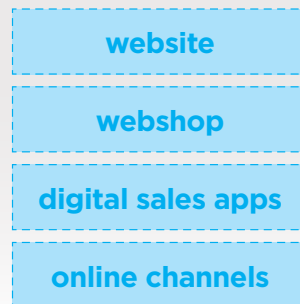
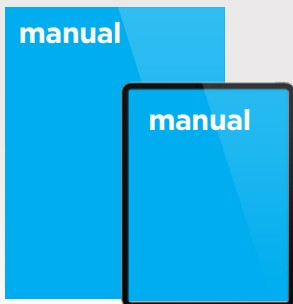
- Includes
- Selection criteria
 - Concept verticals
 - Long list presentation
 - Top-10 short list
 - 3 recommendations

SERVICE 4

Marketing & Messaging

Dev.time: 5 - 30 days
Fees range: Based on project scope

- Types
- Campaign & communication platform
 - Marketing calendar
 - Brochures
 - Sales or Investor presentations
 - Corporate capabilities
 - Messaging hierarchy



SERVICE 5

Branding & Identity Design

Dev.time: 21 - 60 days
Fees range: Based on project scope

- Types
- Logo design + Branding manual
 - Visual identity manual
 - Corporate identity system
 - Campaign branding book
 - Signs and wayfinding systems
 - Branch design standards manual

SERVICE 6

Packaging & Product Design

Dev.time: 5 - 60 days
Fees range: Based on project scope

- Types
- Packaging designx
 - Product design

SERVICE 7-A

Online Appearances Design

Dev.time: 5 - 60 days
Fees range: Based on project scope

- Types
- Websites UI - marketing
 - Webshops UI - sales
 - Social media - everything
 - Social media site profile
 - Digital advertising

SERVICE 7-B

Retail Store Design

Dev.time: 16 - 21 days
Fees range: Based on project scope

- Types
- Flagship stores
 - Concept stores
 - Pop-up stores
 - Shop-in-shop design
 - ...and more