



Brand strategy builds the bottom line.

Branding is an often-overlooked strategy that drives success in business. At its most effective, branding synchronizes every form of communication and every brand experience. The brand becomes the essence of the organization's culture (or product's assets), defining its persona and guiding business strategies.

Our clients seek leadership and distinction in their markets. They challenge us to explore the boundaries of their organizations and brands, to find new connections and synergy at all touch points between key audiences and the brand. Evaluating these vital relationships places us at the intersection of aesthetics, economics, technology, audiences, communication, culture and commerce. This is where we envision the possibilities for the brand initiative and define the most appropriate path to achieve the desired results.

Creative Company employs a series of time-honored practices in research, strategy, planning, design, implementation and brand management to deliver programs that meet and often exceed our clients' objectives. We provide the insight, ideas, tools and resources that will guide and fulfill upon your organization's brand and communication goals and objectives. After more than 30 years, design discipline is still central to our focus on building sustainable brand impressions that advance business and impact the people you seek to reach.

Practices

Research and analysis: brand audits; market analysis; channel assessment; interviews; focus and immersion groups; online, cellular and paper surveys; secondary research analysis

Strategic planning: program scoping; timelines with benchmarks; competitive positioning; strategic planning for brand and product rollouts; developing media campaigns; brand implementation strategy

Brand identity programs: building new brands; refreshing tired brands; consolidating disjointed brands; extending parent brands; simplifying complex brands; developing brand hierarchies and relational systems. Programs include comprehensive identity systems; logo, wordmark and symbol; messaging platforms; business systems (stationery and collateral)

Naming and messaging: content development, verbal branding and nomenclature systems for existing and emerging products, services and company identification

Online design: Websites; micro sites; interactive marketing; e-commerce; electronic newsletters; search engine optimization; intranet and extranet

Information systems: information design, visual design and prototyping for displays, environments and electronic media

Branding tools and systems: brand-adoption primers, standards, guidelines, style guides and documentation; brand training for staff and leadership; ongoing brand guidance and management

Application and introduction: strategies and programs for internal and external brand rollouts; sales and marketing literature systems; packaging systems; environmental branding; fleet graphics; signage; exhibits; internal communication tools

Campaigns: print, outdoor and electronic advertising; direct mail; brand awareness; new product introduction

Production management: print, Website development, production and fabrication management

Public relations: press releases; press kits; media relations; crisis communication plans; ghost writing; outline optimization

To learn more about how our strategic branding and communications services will build your bottom line, contact our Director of Business Development today by phone at 1.886.363.4433 or by email at advance@creativeco.com.

