

**01/****RESEARCH & INSIGHT**

*We use research, analytics, and market intelligence to gain a clear and deep understanding of unmet needs and opportunities related to brands & customers to create value for businesses.*

What We Offer:

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Market Study  
Research – Customer, Market (Psychographic / Ethnographic )  
Surveys  
Analytics  
Opportunity Mapping

**02/****BRAND STRATEGY**

*Brands are assets. We build a strategic and creative foundation for the future by clearly defining their purpose, identity, and role. This creates identification, differentiation, loyal customers, and value for businesses.*

What We Offer:

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Brand Creation  
Purpose Discovery  
Naming  
Positioning  
Architecture & Planning  
Brand Platform Creation  
Brand Idea

**03/****DESIGN**

*We build unique, holistic & creative designs that connect people and brands in meaningful ways.*

What We Offer:

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Logo & Identity  
Visual Identity Guidelines  
Stationery  
Packaging Strategy  
Experience / Touch-points graphics  
Presentations  
Web & mobile applications

**04/****MARKETING**

*Through thorough research, strategic planning and creative platforms we bring a brand experience to market and make sure it reaches audiences at relevant touchpoints.*

What We Offer:

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Go-to-Market Strategy  
Marketing plans  
Print, Digital & Outdoor Media  
Digital Marketing  
PR Strategy  
Ground Activations / Event Ideas