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Brand Research

Creating a brand development strategy without marketing research is just as ineffective as baking cookies without a recipe.

We meet with each brand in person to understand the product and answer the question *who are we?*, *what do we have?*, *at what point are we?* and *where are we going?*. We draw conclusions, clearly formulate the problem, and conduct research that will help create a problem-solving and brand development strategy.

30 days → 8500 €

Analysis of markets and competitors

We will learn about the position and behaviour of the brand in global and local markets, find your competitors, find out your advantages and disadvantages in comparison to them, as well as give an understanding of the situation around the company.

World Trends

We will find out up-to-date information on the markets, competitors and trends that will be applied in the formation of the brand strategy.

Brand audit

Focusing only on current trends and external factors is only a part of the branding development. It must be changed from the inside too.

To do this, we will learn how consumers see the brand, explore the company's internal mechanisms and components, analyse products and services.

Target Audience Analysis

Based on the data from the previous steps, we will create a portrait of the ideal consumer, identify the most interesting segments in terms of profitability and target audience compliance. We are also looking for a number of associations that consumers are supposed to have when a brand is being mentioned.

The result is a presentation of 100 slides minimum

A summary of the most important points of research in the form of figures and facts that we use to build our brand development strategy.

Market research

Analysis of the current market situation, brand position and competitors.

3000 €

In-depth interview with the company

This method of research will allow you to find out more information about the company, namely: to determine the resources of the company and the real situation, to find weak points and its true ambitions. This method allows you to determine the direction of the further brand development.

3000 €

Marketing Strategic Session

A meeting for a few hours to clarify the situation in the company and on the market, determine who "we" are now and who "we" want to be, we find differentiation points, that is, unique brand associations. We formulate a set of brand ideas and growth drivers.

1500 €

Quantitative / Qualitative TBD research

A field research, focus groups, surveys and interviews ... All that will help in quantitative and qualitative formats to explore your brand, sale points and target audience.

Terms and price depend on the tasks and the amount of work.

2

Brand Strategy

Leave the corny "satisfaction of consumer's needs" to old marketing textbooks. A brand is more powerful than just a product. It must have personality and character. Today's market is oversaturated with ordinary goods, so the brand should convey emotions, not just satisfy the needs of everyone. This requires a clear strategy, which we formulate based on the findings of Brand Research. We divided the main elements of Brand Strategy into 8 categories.

20 days → 7500 €

Product

This is a unique offer of your brand. If you are just launching a project, we will help to design the product. If you already have one, we will help it to become a better version of itself, in compliance to all the following brand personality points.

Target Audience Classification

Target Audience is a broad concept. Often, these can be different consumer segments that we identify and formulate guidelines on dealing with each segment.

Mission

This is why the brand exists. You just live in the world of your own, but you can become a part of something bigger, be responsible to yourself and to society.

Values

That's what the brand lives on. This is the life of the people who represent the brand. These are fundamental ideas of the entire corporate culture of the company, which are transmitted to the world through the product and the entire communication system.

Big Idea

That is, a brand's message that carries the mission, values, insights. This is usually one phrase that always builds a direct path to your consumer's heart.

Customer experience

The interaction of the consumer with the brand gives him/her some impressions, which determines all the further decisions they make about the brand. We'll collect customer experience before, during, and after interaction with the brand and tell you what to improve.

The result is a presentation of 30 slides minimum

The brand legend is formed as well as the concept of all the constituent elements and the plan of their realization.

3

Naming

To name a company is a simple task. There are many similarly sounding names on the market that have nothing to do with the brand, and the main impression of the brand can be formed within the first few seconds, just as you are saying its name.

The naming process is the creation of a name for the brand that is fully consistent with its essence and positioning, carries the same emotions and values. The brand name speaks to the audience even before they engage with you and buy the product.

To find a unique name, we research search engines, social networks, analyse semantics, and form 3 names that meet patent requirements. If you do not like the options, we will consider the wishes and requirements of the company to form option 4.

At the final presentation, we announce one name chosen together with company representatives.

What is important

We only carry out initial verification of names in open sources and do not check for patent infringement. That is, we investigate the brand's uniqueness in the niche and / or region where it is represented.

Result

A unique brand name + recommendations for domain and zone naming.

from 10 days → 1000 €

Communication platform

Dialogue with audience is an integral part of branding. The key word is dialogue, not monologue, as it often happens with other companies. This requires a communication platform or brand platform – a base that forms a further interaction with the audience, it specifies "what", "when" and "where" the brand communicates.

The main goal is to form a brand association for customers that will be relevant to the positioning and provide the necessary information.

30 days → 9000 €

Legend

A company that can't tell its story is not a brand. We will help to create a branding legend for your brand and product that will match your brand positioning and create a strong emotional connection with your audience.

Communicative purpose

We work on the result, so at the very beginning of the formation of the brand platform, we formulate goals that we will achieve in the process of communication with consumers.

Communication concept

This is a clear action plan for the implementation of the communication platform. We will create a guide with figures and facts that will reveal the essence of communication and all its elements

Big topics

We will analyse the brand's target audience, their interests, and prepare a list of titles and topics that will form the basis of the dialogue with consumers across all channels of brand communication. This is the first step in forming brand's message and content.

Map of key messages

Based on the previous point, we will form the basis of your advertising campaigns, that is, tell you what the brand should talk about.

Content

You need to keep in touch with your audience all the time, talk about current topics, debunk brand and product myths. This can be done through content on social networks and other channels of communication. We will take the first step and come up with ideas for content, reveal their essence.

Tone of Voice

A brand is a personality. It has a voice that is understandable to the audience and carries a certain message. We will choose the right tone for your brand voice and help to make the dialogue with the consumer as casual as the conversation of two old friends.

The result is a presentation of 30 slides minimum

Developed communication strategy that describes the key points for launching a brand.

Visual concept

Just like in real life: without a good wrapping, nobody will bother to look at the essence. Therefore, each brand must be unique not only inside but also outside.

A brand's visual concept is its own "ID card". Fonts, colours, lines, textures are the elements that create an association with a particular brand in the consumer's mind.

The visual must carry the same values as the brand and should be positioned appropriately so that the emotions and associations evoked are correct and not just random.

We can modify an existing logo and style or create a new one in one of the following scenarios:

Logo + Logo Guide

Logo is a graphic representation of the brand name and positioning.

Logo Guide – a guide on how to the use of different variants of the logo, guidelines on branding.

We will prepare 3 concepts for the logo.

Result – Presentation of up to 20 slides

The main logo + its variations + a guide on their use.

15 days → 2900 €

Logo + Logo Guide + Corporate Identity

Development of a logo and a logo guide just like in the previous option, plus the development of corporate identity with an example of 5 elements. Corporate identity is a system of visual elements of the brand. Design of business cards and letters, promotional booklets, pens and notepads, eco-bags, etc. We provide 5 items to choose from that the brand can use in the future.

Result – Presentation of up to 30 slides

3 options of logo + logo guide + 5 elements of corporate identity.

20 days → 4900 €

Visual concept

Logo + Corporate Identity + Identity + Brandbook

This is an option of developing a complete brand design concept that will be created on the basis of strategy, communication platform and will complement them visually:

- logo in 3 options;
- selection of primary colours and fonts;
- development of brand identity, that is, a single visual system, which at first glance tells the consumer about the company and its values, visualizes all information, contains up to 30 elements;
- Brandbook – a visual “Bible” of the brand, that is, a document that gathers all the elements described above, target audience and key points from the communication platform.

We can also develop and design a brand character if the brand platform implies it.

The result is a presentation of 30 slides minimum

The visual concept of the brand is framed in brandbook + guidelines.

30 days → 11 900 €

Packaging FMCG

FMCG is a segment of products with short life cycle, so packaging is strategically important to them; it is the first thing that attracts the customer's attention to the item on the counter. We take a complex approach, so we first develop a product line, and for each product we develop internal SKUs.

The design of the package includes the development not only of the visual component and its correspondence to the corporate identity, but also the logo of the product line, texture, description of the goods.

The design is done on both sides of the package. We can also create additional texts and infographics.

The result is a presentation of 20 slides minimum

The concept of packaging + preparation of models (up to 4 SKUs) for typography.

30 days → 8000 €

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Creative Shot

An effective method in the battlefield of brands is an ad campaign that can double the sales of a product in 1 click. It could be an event, a performance, a commercial and more.

We develop the concept of an advertising campaign in a following way: first, an idea, then a slogan and visualization of Key Visuals, that is, development of key images that should create and capture the emotions of advertising.

We are preparing the concept to use in 1-3 communication channels.

20 days → 5000 €

Result – Presentation of up to 20 slides

Ready-to-implement advertising campaign idea.

If the company is not on the Internet, it does not exist at all.

Half of Ukrainians buy products online, so every brand should be represented in a digital environment. We are engaged in design and technical development of websites for business.

Landing page

Landing page development includes:

- technical development of the page and its sides
- linking widgets to your website
- setting up the necessary systems for analytics and sales of the product / service
- brand page design
- writing texts and filling landing with them
- SEO optimization

Result

Ready-to-launch landing

35 days → 4900 €

Corporate website

Corporate site — a multi-page brand website, contains more functional elements than landing page. The main task is to communicate the brand and the product.

Corporate website development is a better option for medium and large companies that are represented in multiple niches, have different product lines, brands or TMs.

Corporate website development includes:

- technical development
- design
- writing texts
- SEO optimization
- Connection of analytics and feedback systems

Result

A corporate website ready to launch.

45 days → 8900 €

WOW website

The WOW website should create the WOW effect in the target audience. Such sites primarily have a powerful visual component, which is formed from the following elements:

- design
- graphics and illustrations
- photos and videos
- gamification and animation elements

WOW websites are less informative as the text is not the main focus, but the wow effect draws more attention to the audience.

It is best to use WOW websites to tell a brand legend or show a specific character of the brand.

Result

Wow site you want to share

60 days → 15 000 €

Online store

Just like in case with offline stores, the success of an online store depends on the convenience of design and product placement on it. Therefore, our main task is to build an online store that cares about the customer so that he can conveniently and quickly find and buy your products.

Creating an online store includes:

- technical development
- design
- filling the website with product categories
- set up an analytics and sales system
- linking of payment systems
- optimization for mobile devices

Result

Online store ready-to-launch.

80 days → 19 000 €

8

Digital-strategy

Classic marketing is good, but brand digitalisation is the key to success.

We will analyse the company and competitors' data online, make a portrait of the Target Audience, select channels of communication and formulate a clear plan for the company to develop in a digital environment.

Internet users spend up to 3 hours each day on social networks, which is why Social Media Marketing ranks first in each brand's Digital Strategy. In essence, it is a guide to using social networks to achieve the goals of the communication platform.

20 days → 4900 €

For each social network that presents a brand, we will prepare a content plan and tell you what to communicate to the consumer – we will create a list of topics and sections, create several options of creative advertising. We will prepare all this in compliance with the brand's Tone of Voice.

Digital is not just about SMM, it can be advertising on screens, banners on websites and search engines. Depending on the goals of the brand, we will select all the relevant concepts that will be promoted within the strategy.

We'll also help you to create personal accounts in AdWords and Facebook and set up targeting of your advertising campaign.

Result – Presentation of up to 25 slides

Developed strategy for working with social media + set up targeting.

Brand – content

A brand is an emotion. And this emotion must be reflected in its every element. That is why it is so important how the content looks like and what it broadcasts.

Content marketing is a way of increasing brand awareness, that is, engaging broader circles of target audience to communication channels, as well as the way of maintaining image. The main tool is interesting and relevant information that the audience needs, in other words – content.

Branded content is a visual and textual material prepared by the brand for an audience that visually matches the style of the brand, while the texts convey the same values, correspond to the positioning and speak in the brand's tone.

Terms and price depend on the tasks and the amount of work.

Brand content can be presented in the form of banner ads, billboards, posters, as well as posts for social networks – texts + photos and video materials.

We agree on ideas of content, visual and textual design with the brand, give advice on how to use them on your own.

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Video– production

In 15 seconds, you can tell the story of the brand, convey its essence and sell the product. Beautiful bright pictures, action and animation, you can even move the consumer to another reality – all thanks to our video production.

We create a video concept and script that our partners bring to life. We monitor the work at all stages to ensure that the final version fully meets the goals and the main idea. We work in 2 directions: Motion Design and Full HD production.

Terms and price depend on the tasks and the amount of work.

Motion Design transmits character, it impresses with refined details and design.

It's not just moving pictures. It tells the story, vivid, expressive, charismatic, sometimes dramatic. Even the abstractions come to life in the motion design. We can also create a video about a brand or person, product, or service.

Full HD production is about high quality and different angles.

This is a complete video creation cycle that includes the following steps:

- idea creation
- writing a script
- storyboarding
- shooting
- post–production, i.e. editing and preparation of the final version of the video.

We can shoot videos with one take or mount the best of footage taken from different angles. The main task is to present an idea in an interesting way and to transmit character of the brand.

The quality of the final video – Full HD.

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