

BRAND PROFILE

What is a brand profile?

The brand profile is the concept your company revolves around. It is a snapshot of the goals, values, and spirit that drive the business.

A clearly identified brand profile will serve as a point of reference for all actions that represent the brand. From visual identity (such as logos, website layout, product packaging, etc.), to marketing or sales initiatives.

A strong brand identity is important to stand out amongst your competition. I will as well ensure the customer is receiving the message we are trying to convey. It also ensures that, as the business grows, everyone involved with the brand is on the same page about the direction and ultimate goals of the company

Our brand profile is composed of the following points :

I . MISSION What does your company do?

II . VISION Where do you see your company in 10 years?

III . VALUES The intangible moral pillars of your brand.

IV . PURPOSE How does your business make the world better?

V . VOICE How does your brand interact with the customer?

VI . DIFFERENTIATING FACTORS Why do customers choose you?

This document will serve not only as guidance on how to communicate your message to the customer but also as a decision-making tool.

The only way of making sure that you keep a strong, impactful brand as you move forward and upwards with your business is to ensure that all activity is aligned with the brand profile that you determine.

We will help you by identifying what makes your product or service different and better, what will make you stand out and therefore be noticed and recognized.

The only way to build a strong brand is to have a clear and distinct message.

What do we need from you?

You already know what you want your brand to stand for. What we are here to do is to help you put that into words that are clear and impactful, as well as validate how your message stands against your competition.

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To do so we need you to explain to us your vision for this brand and the journey to went through to build it, as well as your product in detail and your understanding of the customer and the competition.

How do we do this?

We will have an **initial interview** where we will require you to introduce us to your brand in detail, we will ask you a series of questions to understand your position and your perspective.

After this interview, we will research the competition and consumer landscape, as well as the current perception of your brand. We will evaluate your offering against the different options in the market to be able to find the best way to present your brand so that it is easily recognizable as well as attractive.

Based on this research, we will prepare and send through a document with our proposed brand profile and send it to you via e-mail. Once you have had the time to review it, we will schedule a second call to go through our findings in detail and address any questions or concerns you might have. We will also give you advice on how to improve your current interaction with the customer to better align your activity with this brand profile.

What is the price for this service?

The BRAND PROFILE PACKAGE starts at €599, but this price is applicable only to small, young companies. (less than 2 years of activity, 1-5 employees). The longer a company has been in the market the more interactions with both customers and competition have been made. The bigger a team gets, the more intricate the internal relationships. This means a more lengthy and thorough research has to be done, and therefore it requires more time and effort from our side. An ad-hoc quotation will be made in this case.

Payment Terms and Conditions

- * Payment to be made by electronic bank transfer or PayPal.
- * Payment needs to be made within 7 (seven) days from the date of the initial interview. The Brand Profile document won't be released to the customer until the payment has been received.
- * The price will be inclusive of total two calls, the brand profile document as well as the necessary work to produce this document. If additional calls or documents are required these will have to be quoted and charged separately.
- * All information disclosed by the customer in the sessions is confidential and shall not be revealed to any third parties.