Nothing is more important than a first impression. That’s what brands are for.

We undertake 17 critical steps to determine that all areas of your “face to the world” work seamlessly with one another. This in turn will lead to a cohesive communications strategy, which will flow through to logo development, marketing communications, tone of voice, copy and imagery, web site design and content, social media positioning and PR outreach.

At each stage of the 17 point brand review, we work with you to talk through all the layers of your brand’s evolution, how you think the target audience will perceive it and where, when and how to position it now ~ and refresh it in the years to come.