



Program

Creating A Brand

- + Creating a brand that creates loyalty
- + Brand strategy to guide your success
- + A unique brand identity that engages

Waking Giants.

Branding is what they say about you when you have left the room.

Our brand development program is designed to guide you through the process of creating a new brand from concept to reality that works for you.

The Program

STEP ONE: Brand Discovery

The first step involves getting to know your vision, your industry, your competition and your potential customers. This involves conducting data based research on the market and exploring your vision to challenge your unknown bias.

- + 2 hour Discovery Workshop
- + Market review based on workshop

STEP TWO: Brand Strategy

Once the discovery is complete, our team will develop a brand strategy unique to you. We'll present what we feel the promise is that you need to communicate and suggest tactics for how it can be expressed throughout your entire brand.

We will take you through an iterative process that allows you to own the outcome and allows us to guide you towards something that is yours, not ours.

- + Clear vision for the brand
- + Key brand positioning
- + Mission and values
- + Key customer avatar(s)

*At this stage we do not know what key assets you will require to be delivered. This can be quoted more accurately as part of the Brand Launch Strategy. This may include assets such as signage, clothing, vehicles, promotional literature, interior design and such like.

STEP THREE: Identity Package

Once we've developed your brand strategy and you've approved this direction, our creative team will translate your brand characteristics into the visual brand and language. A standard package includes:

- + Logo design/styling
- + Tagline development
- + Colours/fonts/tone of voice

STEP FOUR: Brand Guidelines

Now the key steps are complete and you have a brand that you connect with we will provide you the tools to protect what you have created.

This is your handbook for how to express your brand; where and how to use the logo, colours, fonts and just as important, how NOT to use them, in order to consistently communicate your message.*

STEP FIVE: Outcomes

You will be provided with a brand strategy and brand document that enables you to communicate your brand consistently and effectively with any internal stakeholders or third party providers.

- + Brand discovery
- + Brand strategy documentation
- + Brand identity developed
- + Brand guidelines
- + All digital files.

We create brands that resonate and positively impact all who connect with it.

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