

A large, intricate graphic on the left side of the page. It consists of a spiral of many small, overlapping, semi-transparent blue squares. The squares are arranged in concentric rings, creating a sense of depth and movement. The color of the squares transitions from a darker blue in the center to a lighter, almost white-blue at the outer edge.

AROUND THE BRAND

Consulting Services SémioConsult

For Small Companies and Start-ups

Novembre 2020

February 2021



A Choice Adapted To Your Brand



COMPLETE PACKAGE

- Creation or audit of the brand
- Follow-up and monitoring for 1 year (marketing, communication, etc...)



STEP BY STEP

- Softer and fragmented approach
- Choice of steps and options (*description available in the following slides*)

Step 1: Co-creation



Interview to understand the challenges and ambitions of the brand: workshop on the brand's DNA.

- *Presentation of the results ∫ Brand Book and Brand Platform*

Step 2: Brand Positioning



Proposal of a brand positioning and platform: values, brand archetype, brand metaphors.

- *Presentation of the results ∫ Brand Book and Brand Platform*

Step 3: Recommendations



Practical recommendations for the brand.

- Lexical fields, Elements of language & Graphic elements.
- *Presentation of the results ∫ Brand Book, Brand Platform and Reports*

Step 4: Personae



Creation of personae: definition of fictitious profiles to represent the brand's potential customers.

- *Presentation of the results ∫ Personae Profiles Sheet*

Option: Team Training



Highly recommended training of the team on the new brand platform: understanding of the new identity and associated personae.

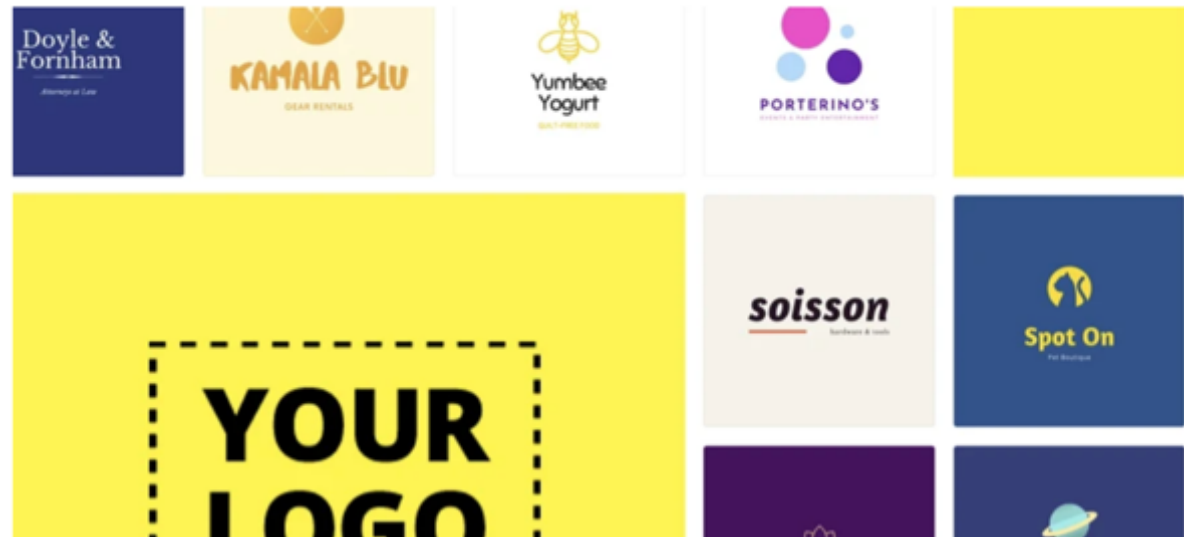
- *1 full day of training and workshops*



Step 5: Customized Services

-  Option 1: Logo
-  Option 2: Communication Tools
-  Option 3: Marketing Plan
-  Option 4: Communication Plan
-  Option 5: Products Portfolio
-  Option 6: Retail and Client Experience
-  Option 7: Website Rework

Option 1: Logo



Logo audit, drafting of a creative brief for the redesign of the logo and monitoring of the progress of the project until the delivery of the final logo: internally within SémioConsult or with an external designer.

- *Presentation of the results and monitoring of the designer until the final proposal*



Option 2: Communication Tools



- Communication audit.
- Support for the realization of communication tools: monitoring of service providers (price on request).
- Elaboration of a creative brief for the redesign of the website and project monitoring.
- Elaboration a creative brief for communication tools and project monitoring (business cards, flyers, newsletters, ...).
- General recommendations.
- *Presentation of the results*

Option 3: Marketing Plan



Support in the development of a marketing plan: definition of marketing objectives and offline and online strategies to be adopted
- Possible training of the team in the development of a marketing plan (price on request).

- *Presentation of the results*

Option 4: Communication Plan



Support in the development of an offline and online communication plan.
- Possible training of the team in the development of a communication plan (price on request).

- *Presentation of the results*

Option 5: Products Portfolio



Audit of the product portfolio and recommendations on the assortment of products compatible with the brand's DNA. Strategic reflexions and recommendations regarding brand stretching.

- *Presentation of the results ∫ Recommended brand architecture and articulation of the offer*



Option 6: Retail and Client Experience

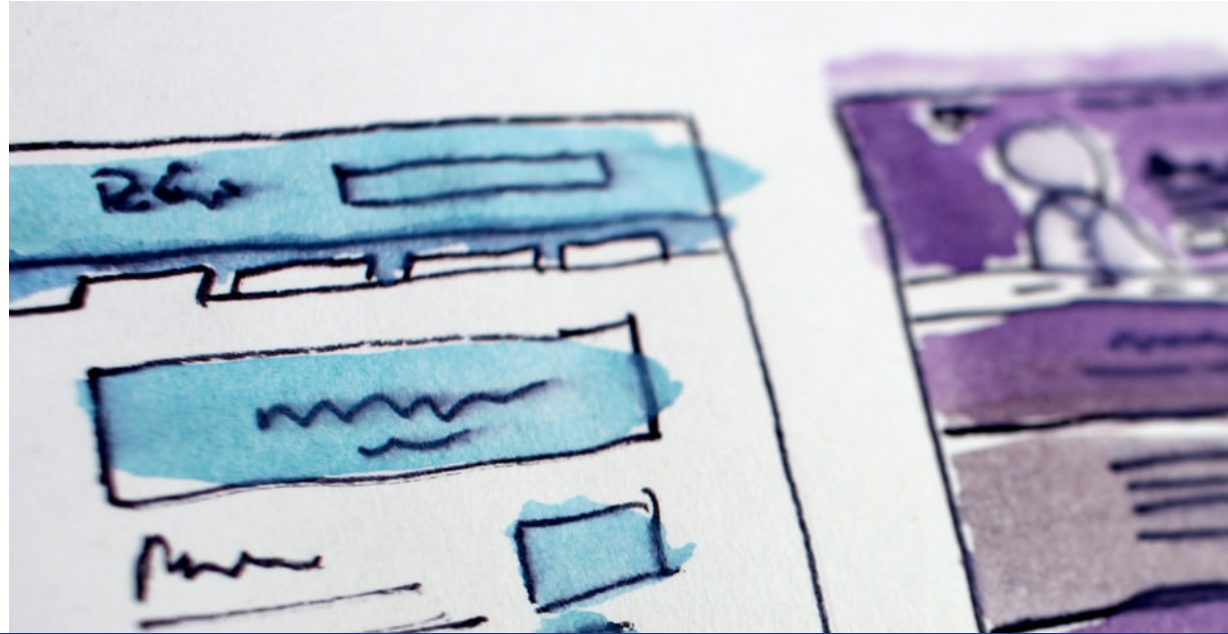


Recommendations on the design of the point of sale, on the merchandising and on the general experience of customers with the brand, elaboration of KPIs.

- *Presentation of the results*



Option 7: Website Rework



Recommendations and support for the creation of a new website for the brand or for an update/redesign of the current website, support and monitoring of the project, elaboration of key words for SEO, rework of contents.

- *Presentation of the results*

Thank You.

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