



## Around the Brand

Consulting Services SémioConsult

- For Small Companies and Start-up

# A Choice Adapted To Your Brand



## Complete Package

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



## Step by Step

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

# Step by Step



01

Co-Creation

04

Personae

02

Brand Positioning

05

Customized Services

03

Recommendations



01

## 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



02

# Brand Positioning

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

Presentation of the results of Brand Book and Brand Platform



03

# Recommendations

Practical recommendations for the brand.  
Lexical fields, Elements of language & Graphic elements.

Presentation of the results of Brand Book, Brand Platform  
and Reports



04

## 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







05

# Customized Services

Seven Options

# Customized Services



# 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 Tool



- 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



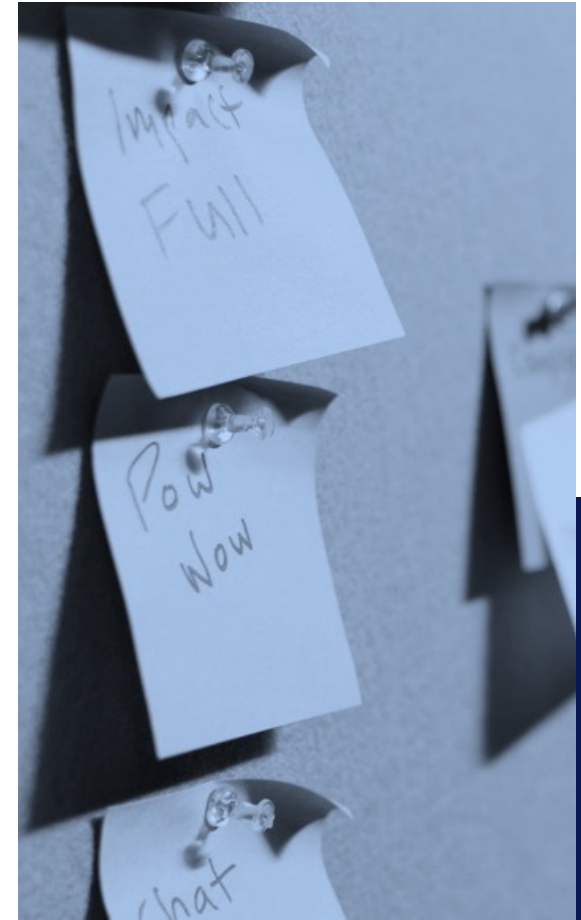
# Option 3: Marketing Plan



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).

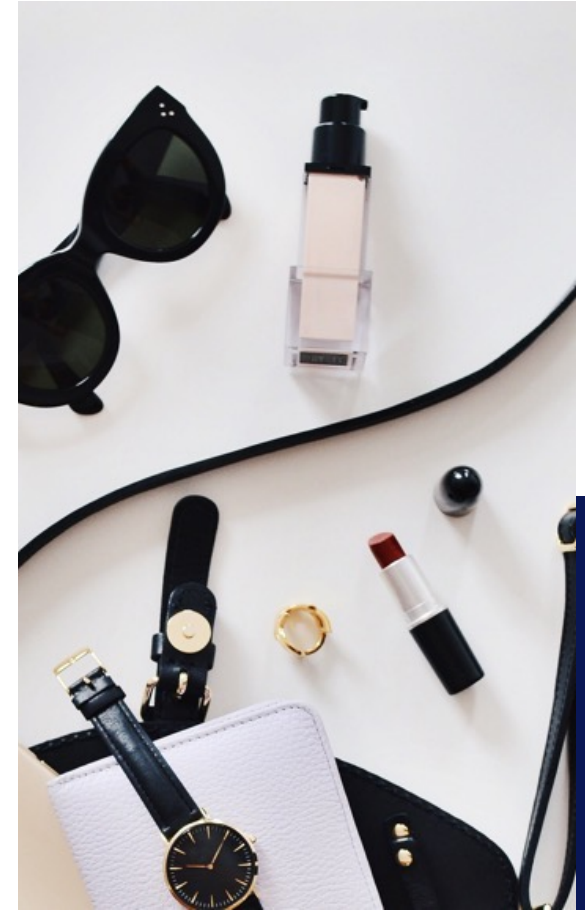
Presentation of the results

# 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 of 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



# Thanks!

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DNA, Positioning & Brand Management Strategy  
Luxury, Customer Experience & Made In France

