

**Build a big brand  
with a small budget.**



## With our help you'll...

- build a brand that suits you.
- have a clear understanding of your offering and your market.
- win a place in your market and in customers' minds.
- offer a consistent promise to your customers.
- develop the right image and tone for your brand.
- launch or relaunch a brand that reflects what you stand for.
- keep your presentation fresh and relevant to your market.
- be remembered for all the right reasons



## Who we are

BRANDSavvy helps you stay visible in your markets, and in the minds of your customers, by using tried and tested brand-building methodologies.

We're a virtual agency – so forget about subsidising massive overheads or paying for services you don't need. And think instead about an expert team assembled specifically for your project – to build brands you can afford to invest in.

I'm Pascal Holt, a Creative Director with fourteen years' experience specialising in brand development. Throughout my career **I've helped HBOS shift from high street bank to high street retailer, T-Mobile to become a serious player in mobile communications, Balfour Beatty to become the employer of choice in the construction industry, LifeScan (Scotland) to become the No1 supplier of diabetes testing kits around the world, Scottish and Southern Energy to become the leading green energy supplier, and Motorola to launch several new products.**

In launching BRANDSavvy we have found a truly unique and highly successful virtual business model that allows BRANDSavvy to make new and growing businesses visible in their markets in a cost effective way.



Pascal Holt (Managing Director)





## What we do

If you're launching a new company or a new product, you want to establish a strong brand from the word go. Or you might want to build a better brand, repair a broken brand, or extend the power of a brand. Either way, you need to talk to BRANDSavvy.

Most people think that the logo is the brand – and forgive us if you're not most people. But in fact, the logo is just one representation of the brand. A brand isn't how a company looks or what it says or even what it sells. A brand is what people believe a company stands for.

**Brands pave the way to marketing success. They create customer trust and emotional attachments. They unlock profitability. They prompt customer selection. They build name awareness. They build equity. They increase the odds of business survival. They make selling easier. And, they create customer loyalty.**

Without a brand, you have to build a case for why you deserve the customer's business every time you want to make a sale.

At BRANDSavvy, we offer a range of services to ensure your business stands out from the crowd – and is remembered for all the right reasons.

### **Branding workshops**

Your brand is a reflection of what you stand for, so it has to align perfectly with the values and purpose of your business. To arrive at a brand that perfectly reflects the essence of your company, you need to write three essential statements: your vision statement, your mission statement and your business promise. Our self-help or facilitated workshops will help you put your brand into words and build a solid foundation to grow your brand.

### **Market Research**

Research is the key to successful decision-making – whether you're choosing a name or repositioning a brand. We employ proprietary research methodologies to assist in decision making whether it be the choice of a new name or package design, a new market, the repositioning of an existing brand or the introduction of a new one.

### **Marketing Strategies**

Strategies are key to positioning your brand for success. We work with you to identify new or hidden opportunities, then position your brand for short-term impact and long-term value.

### **Brand Identities**

Consistency is vital to the success of a brand. We'll work with you to create an entire visual and verbal identity that projects your brand's image and tone of voice through all communication channels. So, every time your customers, suppliers, staff and stakeholders come into contact with your brand, they get a consistent message.

### **Integrated Marketing Campaigns**

A cohesive marketing process that provides consistent delivery of messages across all sales and marketing media gives you more bang for your buck. We bring together specialists to create unified marketing communications across a wide range of media.

### **Public Relations**

PR is the most cost-effective marketing vehicle available to a business. Working in partnership with PR specialists, we can achieve positive endorsement in high circulation – or highly targeted – media titles, generating coverage that will stimulate direct enquiries, and make your business targets more responsive to your sales and marketing campaigns.

### **Website Design and Online Promotion**

To be of value, a website should always support and complement the marketing strategy of a business. When executed effectively, websites build brand differentiation, accessibility and loyalty, assisting existing customers and generating new customers. We offer personally tailored web design and online promotional services to maximise your online success.

### **Design and Copywriting**

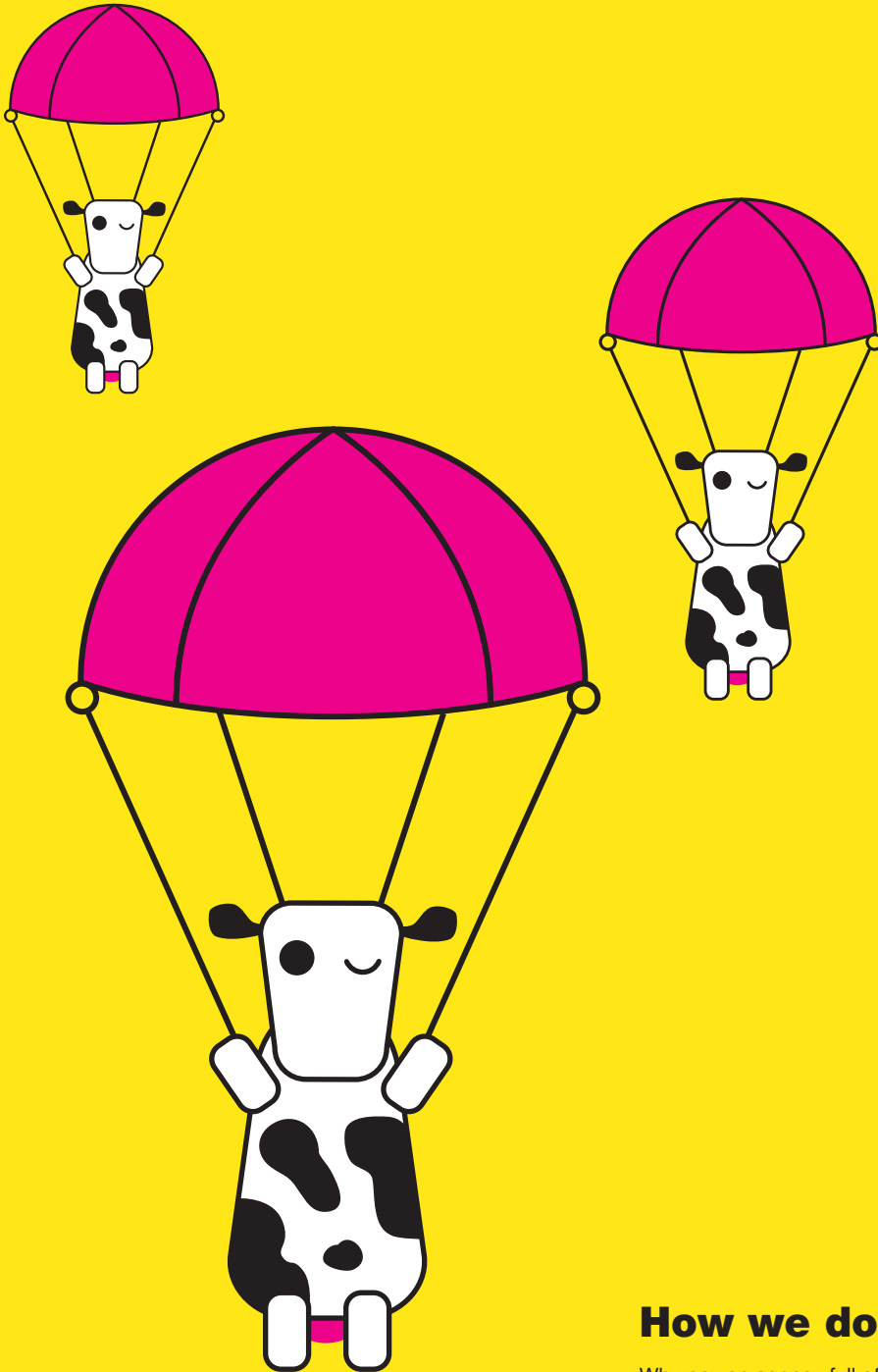
Design is at the heart of our service, from logos and printed literature, through to vehicle livery and advertising. Good copywriting ensures your message is succinct, targeted, and professional.

### **Internal Communications**

Your employees live and breathe your brand, so we work to immerse them in the message, and help ensure they deliver the brand promise.

### **Brand Management**

Working as your brand guardians, we offer web-based tools that work in concert with your company's digital assets, empowering employees and vendors with instant access to corporate identity materials, brand guidelines, packaging artwork and more.



## How we do it

Why pay an agency full of employees when you only need access to very specific skills?

At BRANDSavvy, we partner with small, expert teams – giving you access to the best talent and skills for any given project.

The teams are chosen from our pre-selected network of creative professionals: market researchers, marketing strategists, art directors, designers, digital designers, copywriters, producers, PR consultants and media buyers. We've known most of our partners for years, and we only recommend people that can truly deliver success. Nothing less will do.

Since our teams are hired and paid on a project-by-project basis, rather than on an annual retainer, the virtual model turns the traditional model – used by big advertising agencies – on its head, allowing us to build big brands cost effectively.

Our network is adaptable, flexible and motivated. So our team-based approach to generating cost effective branding solutions enables us to take on many projects at once – and to complete them quickly.



## What to do next

If you can think of one good reason why customers should choose your offering over all others, then you have a reason to get us to brand it or rebrand it.

At BRANDSavvy, we'll secure your success through the power of effective branding – helping you stay visible in your markets, and in the minds of your customers, with tried and tested brand-building methodologies.

**Contact us today to arrange your FREE branding workshop and prepare for branding success.**

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