

## Brandmeliers

We create True Branded Brands!





Trust is built on factors such as brand consistency, transparency and ethical behavior. If a brand fails to meet these expectations, consumer trust can be quickly lost, and a rebranding

81% of consumers say

they want to trust a brand that does the right thing\*

strategy can be a key measure to rebuild this trust.

\* Edelman Trust Barometer | 2024



the concepts and communication of your brand to effectively connect with your customers.

The goal of **Brand Alchemy** is to work on



### our way of communicating, of relating, basically, our way of being.

That which differentiates us from others, the image and reference, the habits, the customs,

Think of **Branding** as people's **Personality**...

This helps us understand Branding as an essential discipline in business, which seeks to position your brand from authenticity in a unique and differential way, establishing a connection with your clients and generating an impact on your community.

Seeks to increase **brand value** through...



What are the benefits of branding?

Create a distinct **value proposition** to differentiate from competitors.

Create a **visual and communication identity** that is consistent with your message

Develop an emotional connection with the client through your **corporate culture**.

Obtain larger **profit margins** compared

to competitors

Understanding **your client**, **competition**,

and the market in general

approach giving clarity to the project

Companies that invest in branding emerge stronger from crises

Improve **positioning** and **perception** 

Address the short, medium and long-term

through pricing techniques.



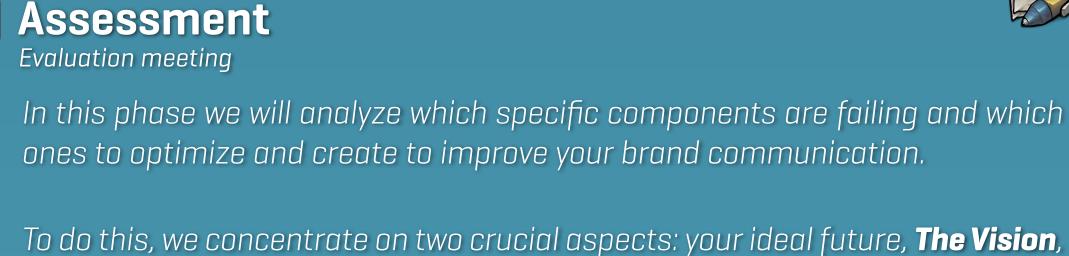
Briefing

## A Assessment

What is the process?

Development

The strategy is implemented in three phases



and the actual state of the business, The Reality.

Idea | Concept

Communicates why the brand exists,

it solves for the target customer

Competitor study and

ideal customer profile

what promise it fulfills and what problem

3 Benchmarking 4 Customer Journey



Purpose

Aligning personal interests

and significant transcendence

with the business providing direction

Touchpoints with the customer and

**Culture and Values** 

Development of service processes,

hospitality and culture

Content

Strategy for creating and publishing

content in different media

Scope

**PLANNING AREAS** 

Visual identity

Graphic identity design

Communication

Intangible identity design

(Communication, voice, etc.)

Community

as soon as possible.

Development

Strategy development

within the environment

within the environment

Dialogue Spaces

Structure of communication with the community in general

Marketing

Creation and implementation of an

internal and external marketing plan

Sales

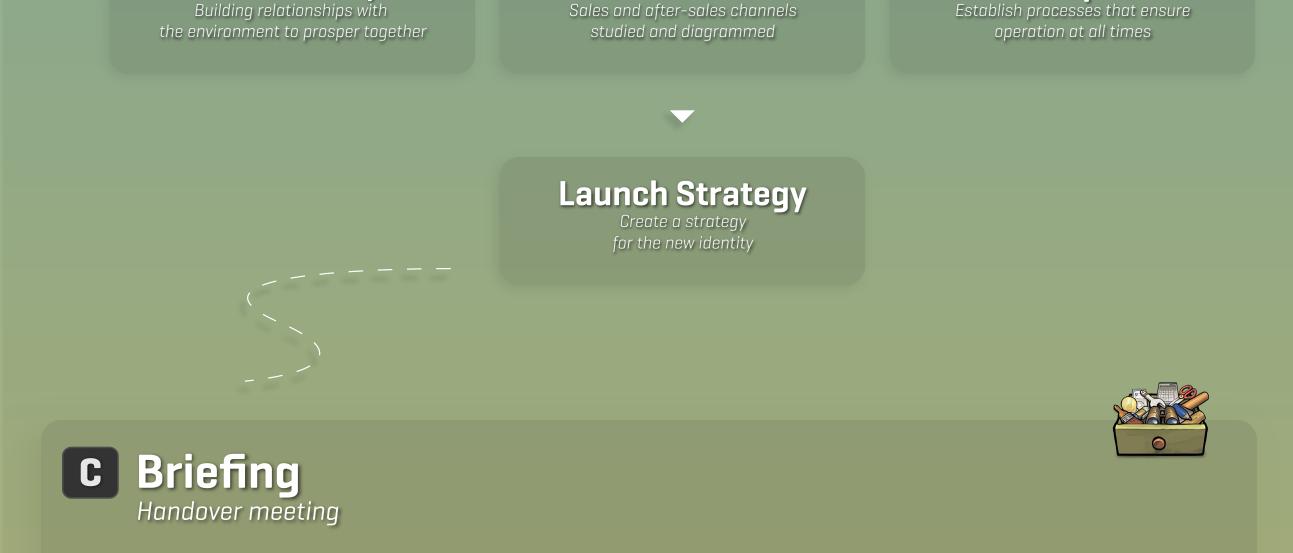
At Brandmeliers we understand that every brand is unique. We leverage your

strengths, identify your opportunities for improvement and create a

Below we present the areas we can address,

always taking into account the specific needs of your project.

personalized branding strategy to help you scale and grow your business.



Final stage where we explain and deliver the developed strategy, addressing

queries and clarifications so that you can execute your new Branding strategy

Depending on the plan we have developed, from this point on you have the

option of continuing with our advice or carrying out the execution on your own.

We believe that the clarity of the strategy will lead to the success of your

# project, and we are here to help you every step of the way.

Do you have questions?

Don't hesitate to ask us any inquiry you may have or send us your

recommendations. We are here to help you and answer all your questions. Even if

you have issues about the budget, don't hesitate to contact us.

We are open to dialogue and find the best solution, always.

We commit to your project as if it were our own,

we like to enjoy it, to give our best, we are honest, transparent and dedicated,

even quite nerdy, so you can expect us to share books, movies, music, articles and

things about personal development.

We consider clients as friends, we like to share experiences from enjoyment,

like coffee and deep conversation, homemade food and good wine,

or dinner at the Restaurant to toast to success.

Let's work together!

Brandmeliers

brandmeliers.com

hey@brandmeliers.com

dmeliers

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