

# Brandmeliers

We create True Branded Brands!

## Brand Alchemy



**81%** of consumers say they want to trust a brand **that does the right thing\***

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 strategy can be a key measure to rebuild this trust.

\* Edelman Trust Barometer | 2024



The goal of **Brand Alchemy** is to work on the concepts and communication of your brand to effectively connect with your customers.



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

That which differentiates us from others, the image and reference, the habits, the customs, our way of communicating, of relating, basically, our way of being.

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.



## What are the benefits of branding?

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

- Understanding **your client, competition, and the market** in general
- Improve **positioning** and **perception** through pricing techniques.
- 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**.
- Address the short, medium and long-term approach giving **clarity to the project**
- Obtain larger **profit margins** compared to competitors
- Companies that invest in branding emerge **stronger from crises**



## What is the process?

The strategy is implemented in three phases

- A Assessment**
- B Development**
- C Briefing**

### A Assessment

Evaluation meeting

In this phase we will analyze which specific components are falling and which ones to optimize and create to improve your brand communication.

To do this, we concentrate on two crucial aspects: your ideal future, **The Vision**, and the actual state of the business, **The Reality**.

VISION

- 1 Idea | Concept**  
Communicates why the brand exists, what promise it fulfills and what problem it solves for the target customer

- 2 Purpose**  
Aligning personal interests with the business providing direction and significant transcendence

REALITY

- 3 Benchmarking**  
Competitor study and ideal customer profile

- 4 Customer Journey**  
Touchpoints with the customer and potential markets

- 5 Culture and Values**  
Study of habits, principles and values  
Vision, Mission, Goals, Objectives and Metrics

### B Development

Strategy development

At Brandmeliers we understand that every brand is unique. We leverage your strengths, identify your opportunities for improvement and create a personalized branding strategy to help you scale and grow your business.

Below we present the areas we can address, always taking into account the specific needs of your project.

PLANNING AREAS

**Visual identity**  
Graphic Identity design

**Dialogue Spaces**  
Structure of communication with the community in general

**Culture and Values**  
Development of service processes, hospitality and culture within the environment

**Communication**  
Intangible identity design (Communication, voice, etc.)

**Marketing**  
Creation and implementation of an internal and external marketing plan

**Content**  
Strategy for creating and publishing content in different media

**Community**  
Building relationships with the environment to prosper together

**Sales**  
Sales and after-sales channels studied and diagrammed

**Scope**  
Establish processes that ensure operation at all times

**Launch Strategy**  
Create a strategy for the new identity

### C Briefing

Handover meeting

Final stage where we explain and deliver the developed strategy, addressing queries and clarifications so that you can execute your new Branding strategy as soon as possible.

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**

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