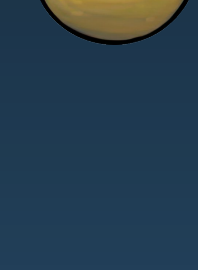


Brandmeliers

We create True Branded Brands!



Clear your Path



80% of consumers are willing to try **new brands***

Especially when they offer something unique or meet specific needs. This suggests that even small businesses can successfully compete with larger brands by focusing on their unique value propositions.

* Nielsen's Global New Product Innovation Report | 2024



The aim of **Clear Your Path** is to establish precise and actionable steps to take your business to the next stage



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.

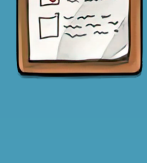
This helps us understand Branding as an essential discipline in business, which seeks to position your brand from authenticity in a unique and differential way, establishing a connection with your clients and generating an impact on your community.



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

Evaluation meeting

During the meeting, we will identify the fundamental pillars on which to build toward achieving your objectives.

To do this, we concentrate on two crucial aspects: your ideal future, **The Vision**, and the actual state of the business, **The Reality**. Between these two notions are indicators about the main steps to follow.



B Development

Strategy development

At Brandmeliers we understand that each brand is unique, we take advantage of your strengths, identify your opportunities for improvement and create a personalized Branding strategy that suits your needs.

We will put our experience to process the information obtained, added to market and ecosystem research to ensure the steady and continuous progress of your brand.



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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