

**Strong on strategy, Strong on design, Strong on concept, Strong on engagement**

## BRAND

The synthesis of the business model

### Brand strategy

Delivers on brand messages

### Positioning statement

Differentiates brand from its competitors

### Value proposition

Promise of value to be delivered

### Corporate identity

Visualisation of brand strategy

## MARKETING

Competitive advantage and increase sales

### Business credentials

Business cards, letterheads & electronic documents

### Marketing literature

Flyers, leaflets, brochures & direct mail

### Interactive websites

Attractive & engaging websites for SMEs

### Content management

Well crafted web content, blogs & newsletters

### Online marketing

Integrated web, search, content & social media marketing

### Internal communications

Staff engagement in line with mission & brand attributes

### Video production

Corporate, marcomm, PR & training videos