

# HELPING BRANDS TO CONSISTENTLY COMMUNICATE, AUTHENTIC INDIVIDUALITY.



Effective Brand Marketing and Brand Management for  
Businesses and Consultants.





# SUPPORT YOU CAN TRUST

My team of brand strategists and I combine business, marketing, communications, and design thinking to develop meaningful, differentiated, and authentic brands for companies big and small, start-ups and consultants.

We don't just consider what's 'on trend'; we craft the message your customers want to hear and one that you can deliver on. We've seen firsthand how the power of brand can elevate a company from a commodity to a valued partner; how it can rescue a business from the trenches of an impossible-to-win price war, and how it can motivate employees and customers alike to become full-fledged fans.

We'll work closely with you and your team(s), getting to know your culture and your processes inside and out.

# OVERVIEW AND GOALS

The term “brand” has become one of those words that has almost propelled itself into the hallowed halls of business jargon due to its ubiquity and, frankly, overuse. If I had a bitcoin for every time I heard the phrase ‘brand’, I’d be an internet millionaire. But a more lucrative situation would be if I had a bitcoin for every time I heard a misperception about what branding is - then I could buy the entire internet! It might be easier to start with what a brand ISN’T.

## Your brand is not:

- your logo
- your tagline
- your product
- your service

All of these things can be expressions of your brand but they are not your brand.

Your brand may be defined from the brand owner’s perspective or the consumer’s perspective. There are various popular definitions of a brand:

- **A type of product manufactured by a particular company under a particular name.** – Oxford English dictionary.
- **A name, term, sign, symbol, design, or a combination of these used to identify the goods or services of one seller or group of sellers and to differentiate them from those of competitors.** – A product-oriented definition.
- **The promise of the bundles of attributes that someone buys and provide satisfaction** – A consumer-oriented definition.

Here’s the simplest way I define a brand: **Branding is about consistency and authenticity; it's the promise of a distinct, memorable experience that comes from positive customer interaction, it is your values and your culture - it distinguishes you from your competitor.**

It's about creating an expectation and delivering it consistently every time anyone comes into contact with your brand whether it's the way you answer the phone, how your website functions, your customer service process, how your office looks or how your product/service performs. It's how you make your customers feel about themselves and their decisions when they are interacting with your brand. It's why you shop at store A vs. store B even if the price or product might not be that much different.

Developing a strong, authentic brand and delivering it consistently is the foundation upon which every successful business is built. And we can help you lay that first stone. We'll help uncover what makes you special, differentiates you from the competition and defines who you are and what you want to be, and what your target audience wants you to be. The development of this brand will be essential to consistently delivering the right message to the right people to create just the right reaction.

A brand has the following characteristics:

**Tangible characteristics** – Price, physical product, packaging, etc.

**Intangible characteristics** – Customer's experience with the brand, brand position, and brand image.

### **Objectives of a Brand**

Here are some important objectives of a brand:

- To establish an identity for the product or a group of products.
- To protect the product or service legally for its unique features.
- To acquire place for the product in consumers' minds for high and consistent quality.
- To persuade the consumer to buy the product by promising to serve their needs in a unique way.
- To create and send the message of strong reliable business among consumers.

### **What is Brand Management?**

Brand management is an art of creating a brand and maintaining it. It is developing a promise to the consumer, materialising that promise, and maintaining the same for a product, a group of products, or services.

Brand management helps to manage the tangible and intangible characteristics of a brand. A competent Brand manager includes building brand identity, launching the brand, and maintaining the brand position in the market. Brand management builds and maintains the corporate image of a business.

# SCOPE OF SERVICES

## Brand Discovery

The first step involves our team really getting to know your business, your industry, your competition and your customers. This involves meeting with your team, conducting some research, doing customer interviews and really drilling down to the core of how people see you now and how you want them to see you moving forward. We consider your brand architecture and how this fits with your brands identity.

## Brand Strategy & Management

Once the discovery is complete, our team will develop a brand strategy unique to you. We'll present what we feel the promise is that you need to communicate and suggest tactics for how it can be expressed throughout your business operations. We will work with your management teams and your ground level teams (at your discretion). We have no intention of coming into your business and telling your teams what to do - we want to EXCITE your teams, work with them... create a culture that is entirely representative of your brand.

To do this, we delve into **Brand Equity**, considering brand loyalty, brand awareness, perceived quality, brand associations and propriety assets. We talk you through what **Brand Identity** is and what each area consists of (brand physique, brand personality, culture, customer self-image, customer reflection and relationship). Our goal is to get everyone on the same page, to understand various aspects of your brand and how their actions contribute to it and if necessary, to implement processes that will unify customer responses and assess how positive or detrimental current processes are.

We also manage **Social Media** accounts for many businesses and consultants, and provide creative copywriting and content for various platforms such as; Marketing strategies, social media calendars, email marketing templates, website wording and telephone scripts, to ensure a consistent message across the board.

## Re-Design Package

Together, we may identify that a full or partial re-brand is an appropriate move forward (sometime it's just a case of giving your logo a bit of a 'refresh'). In this instance, we will look at a re-brand strategy that includes design elements such as:

- Logo design or development
- Tagline / message
- Colours / fonts
- Business cards and other templates

## Brand Guidelines

Once these steps are complete and you have signed off your approval, we'll develop brand guidelines for you. This is your handbook for how to properly express your brand: where and how to use the logo, colours, fonts and just as importantly, how NOT to use them, in order to consistently communicate your message

# TIMEFRAME

*To complete the work outlined in the project scope, we'll need approximately 8 -10 Weeks, depending on when we receive feedback at each milestone. Note; these do not **have to be consecutive weeks.***

Phase	Week
Discovery Meeting	1
Present Strategy	1-2
Research, Team Training and Main Body of Work	3-7
Re-Brand - Initial Design Concepts (if applicable)	3-6
Re-Brand - Refined Designs (if applicable)	4-7
Brand Guidelines Document	7-8
Social Media Management (if applicable)	M-M
Final Training & Close Out Meetings	8-10
Re-visit and 'Check-in'	TBC

# Your Investment

Description	Price	Qty	Subtotal
<p><b>Brand Discovery</b> Upfront discovery meeting and 'people &amp; process' monitoring, as described in scope of services</p>	Included	1	
<p><b>Brand Strategy</b> Written strategy document &amp; meeting as described in scope of services</p>	Included	1	
<p><b>Research, Brand Awareness &amp; Team Training</b> Team training in 'BRAND' and brand awareness.</p>	Included	1	
<p><b>Final Training &amp; Close-Out</b> Additional training implemented and close out meetings held.</p>	Included	1	
<p><b>Brand Guidelines</b> Written policy document by which you can refer to and use to develop your brand.</p>	Included	1	
<p><b>Re-visit &amp; Check-in</b> Catch-up session and 1/2 day monitoring to establish implementation success level.</p>	Included	1	
<b>Total Price for Above Phases</b>			<b>£6,520</b>

Additional Phases (Optional)

**Re-Brand Package**

Design cost elements such as logo and media to be agreed with Graphic Designer.

£TBC

**Social Media Management**

From \*price shown\* per month depending on number of platforms + type & frequency of posts. Full management & licensed images.

£1,400

## Client Testimonials

*"I would highly recommended GGS and have never looked back since hiring them. Since working with Toni and her team they have gone far above and beyond the initial job description. Toni has advised me on marketing, but also she has worked with me to improve my personal brand. She has also project managed as well as helping me out with design, advertising and P.R.*

*I would not hesitate to recommend her to others.*

*Toni is extremely down to earth, very personable and most of all extremely knowledgeable on business development. During my meet with Toni she never made it seem like it was a process and she was just going through the motions, she takes her time, thinks stuff through and most importantly provides practical advice with only your best interests at heart."*

**TAL SPEIGEL, CONSULTING CRIMINAL DEFENCE SOLICITOR.**

*"I highly recommend Gentry Global Services for their Marketing and Branding services. Toni has been doing an exceptional job of handling our social media needs too and increasing our brands' visibility online and offline.*

*Toni is organised and proactive which makes it so much easier for us to trust her with our business and our brand. Our business has definitely received more traction thanks to Toni's creative ideas and her wonderful work".*

**SARA RACHNA, SHARMINIS INDIAN COOKERY WORKSHOPS.**

# NEXT STEPS

Please get in touch using either of the below options.

**Email:** [enquiries@gentryglobalservices.com](mailto:enquiries@gentryglobalservices.com)

**Telephone:** 01904 373 063

**We can't wait to work with you!**



## Gentry Global Services