

BRAND DEVELOPMENT PACKAGE

How would you like a business that plays to your strengths, feeds your dreams and enables you to live the life you want? With no need to hustle, compete on price or be cut off by the competition...

Whether you're an ambitious new business owner who's keen to make a BIG mark in your industry. Or an established business whose brand identity has been left behind as your business has developed and grown, one thing remains the same. You want a brand that reflects your business in the best possible way.

You want to bring your passion to life. To attract the best possible customers to your business - the ones that GET YOU, love what you do and are not afraid to tell the whole world too. You want to look at your brand and be PROUD. But most of all you want someone to take all of this jumbled up stuff in your head and make it REAL. You know what you want to say, but you just can't find the words that do it justice. You close your eyes and you know what impact you want your business to have, but you just can't do it alone...

So whether you've got an exciting new venture in the palm of your hands, or your business has evolved in ways you never expected, my BRAND DEVELOPMENT PACKAGE will save you time, money and heartache down the line, I can guarantee it. Making this all-important investment in your business presence can seem like a daunting prospect but it doesn't have to be a struggle, in fact working with me on your branding journey will be a pleasure. Because I can help you to transform your vision into a tangible yet powerful brand that just works.

I'll work with you to help you to define your brand, find your voice and create the messages that will attract, enchant and engage your perfect audience without the need for hustle. I'll help you to uncover your superpowers and create a brand story that, by sharing the authentic you in the best possible way, makes it easy for people to choose your business. Think about it - no hustle, no icky sales talk, just elegant, powerful messages that put your customer at the heart of what you do. Sounds good right!

Carefully selected fonts, hand-picked Pantone colours, tactile patterns and textures and bespoke icons are all elements that will form your beautiful Brand Identity, showing your personality and all its attributes in the very best light, and working hard at engaging your loyal, existing customers as well as attracting new, like-minded people who can't wait to work with you. Leaving you with a Brand Identity you can be proud of; one that will leave you shouting from the rooftops and getting important people talking.



So, what do you get in the Brand Development Package?

- **Up to six hours of one-to-one top-level brand coaching with an industry-leading brand consultant with over twenty years' experience,** (worth \$900 alone)
- **Definition of your personal value filter,** making future business decision-making quick and simple,
- **Professional Brand Clarity report detailing:**
 - Where the value sits in your business
 - Your 'perfect customer' outline
 - Brand market positioning statement
 - Insight into what your customers are *really* buying
- **Professional messaging development including:**
 - One sentence summary
 - Strapline suggestions
 - 60 Second Elevator Pitch
 - Brand Story
 - Brand Voice outline
 - Brand Thesaurus
- **Brand Styling Vision Board** setting the creative tone and direction for your brand
- **Professional Brand Identity development including:**
 - Logo
 - Hand picked Pantone colour palette (using colour psychology to enhance your designs and communicate with your audience on a deeper, more subconscious level)
 - Carefully selected fonts, tactile patterns and textures to bring depth
 - Bespoke icons or illustrative elements
- **Brand Style Guide**

For an incredible all-inclusive package price of just \$2900!

My creative background and agency experience at working closely with business owners just like you, means I'll not only deliver designs that get your heart racing (in a good way!) but I'll make this challenging step for you and your business, a joy, I promise.

Get in touch!
Book your Brand Development Package today.

Email hello@brandrebel.co.nz to book your kickoff call.

Prices are quoted in NZD and exclude all taxes. V3 APR 2019

