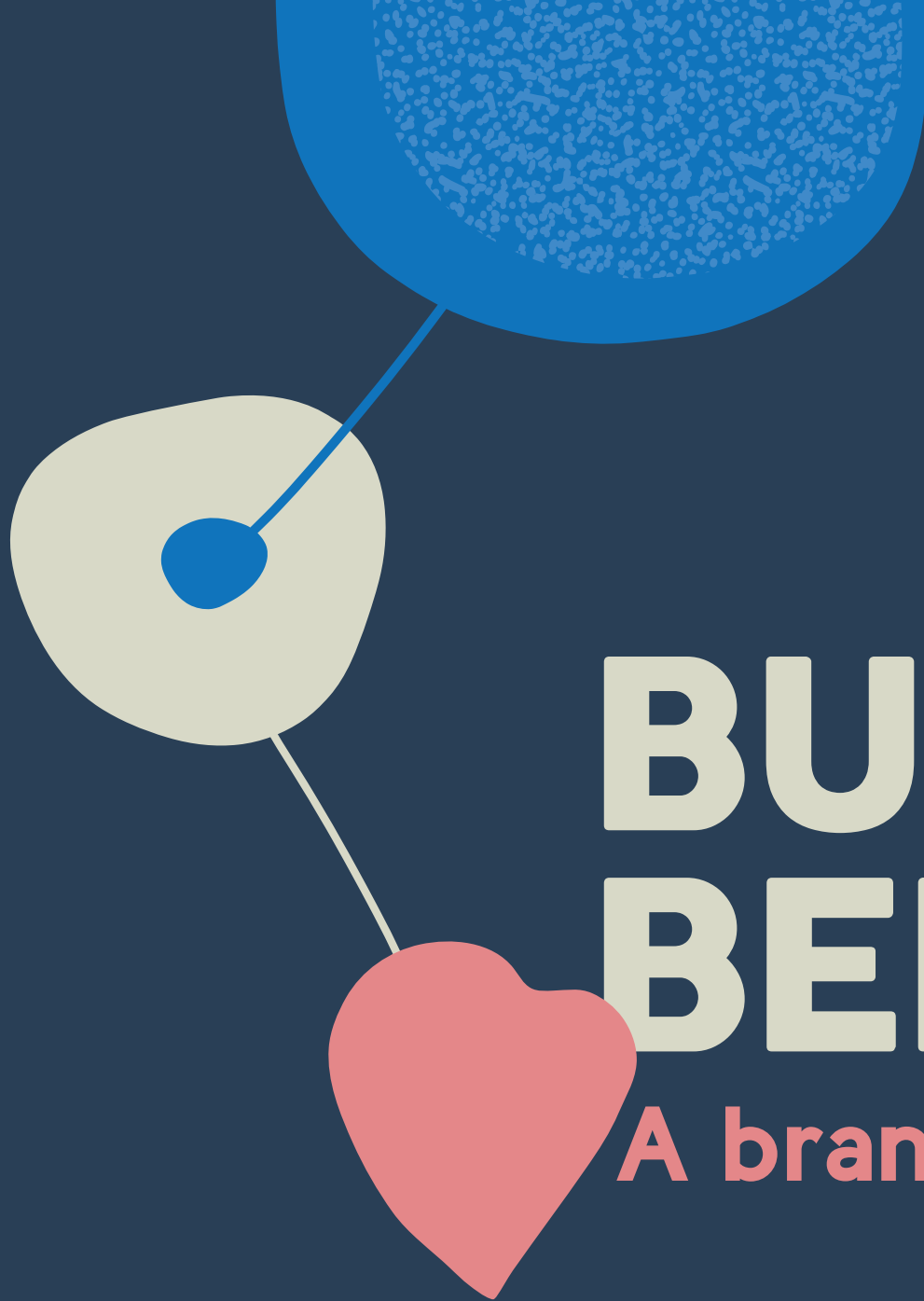




BUILDING BELIEF

A brand toolkit

In uncertain times, it can be easy to lose sight of our core purpose. Our reason for being. What makes us different. In other words, our 'why' can be unclear. Our process helps you (re)discover this, connecting with people, and responding to their needs.

Branding is a combination of investigation, strategy, and above all, creativity. Get it right, and you'll build belief in what you do, helping you to create positive, social impact.

We can help you build

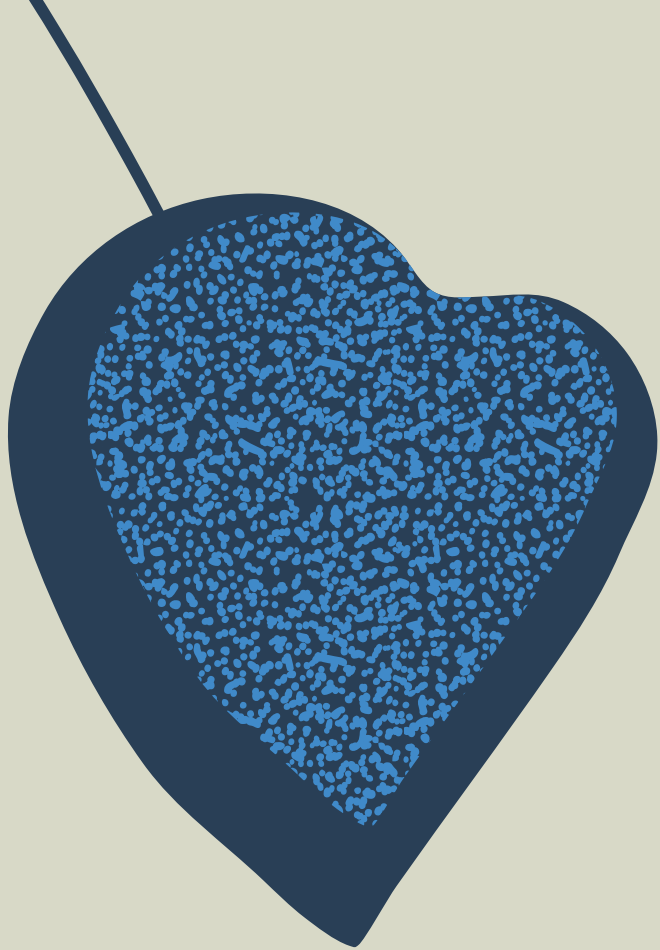
BELIEF

in 3 straightforward steps:

DEFINE

CREATE

GROW



We start by capturing this purpose (your 'a-ha' moment) and why now is the best time to delve into your brand.

Perhaps you're starting a campaign or maybe you need to breathe new life into existing relationships or target new people? The coronavirus pandemic has brought all this into even sharper focus.

Whatever the reason, we'll help you (re) build a credible brand for now.

STEP ONE

DEFINE

What makes you tick? We'll help you paint a clear picture of where you are now, and where you want to be in the near future — especially when we don't know what's coming next.

This step is about what makes you different and unique — analysing who you need to communicate with and comparing you with others in your space — then packaging that up into your compelling brand story.

STEP TWO **CREATE**

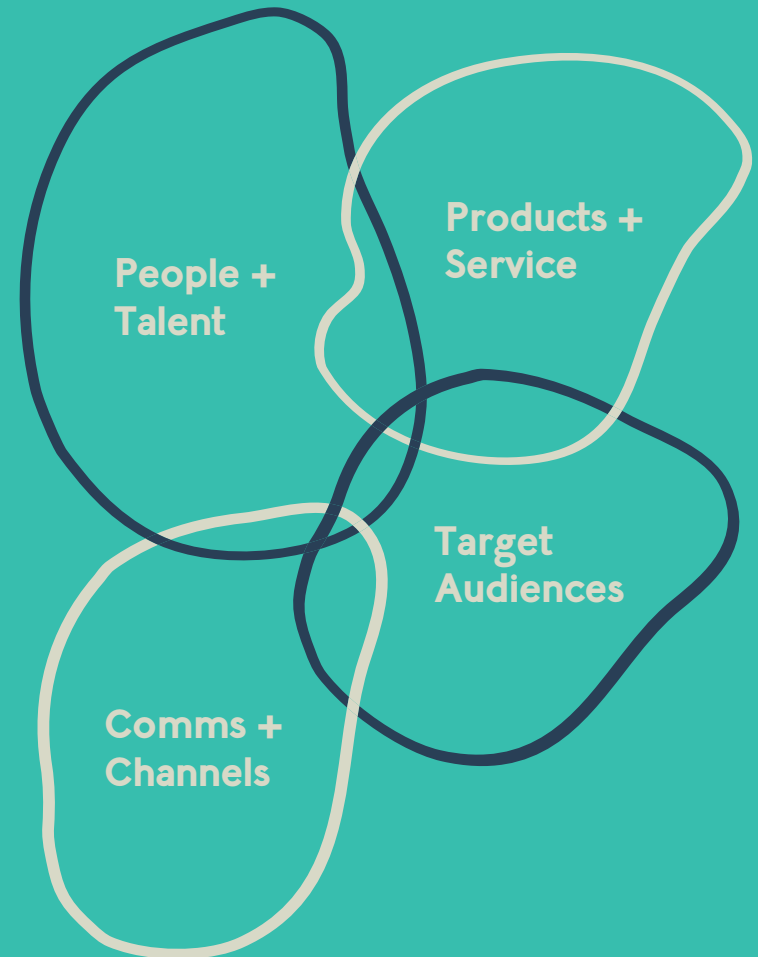
To build belief, your visual and verbal identity must reflect your purpose consistently, authentically and at every interaction.

For this step, we will help you design all those interactions — from campaigns, events and even physical spaces — as well as the products and services that you offer. Using our creative powers, we'll make you stand out from the crowd.

STEP THREE GROW

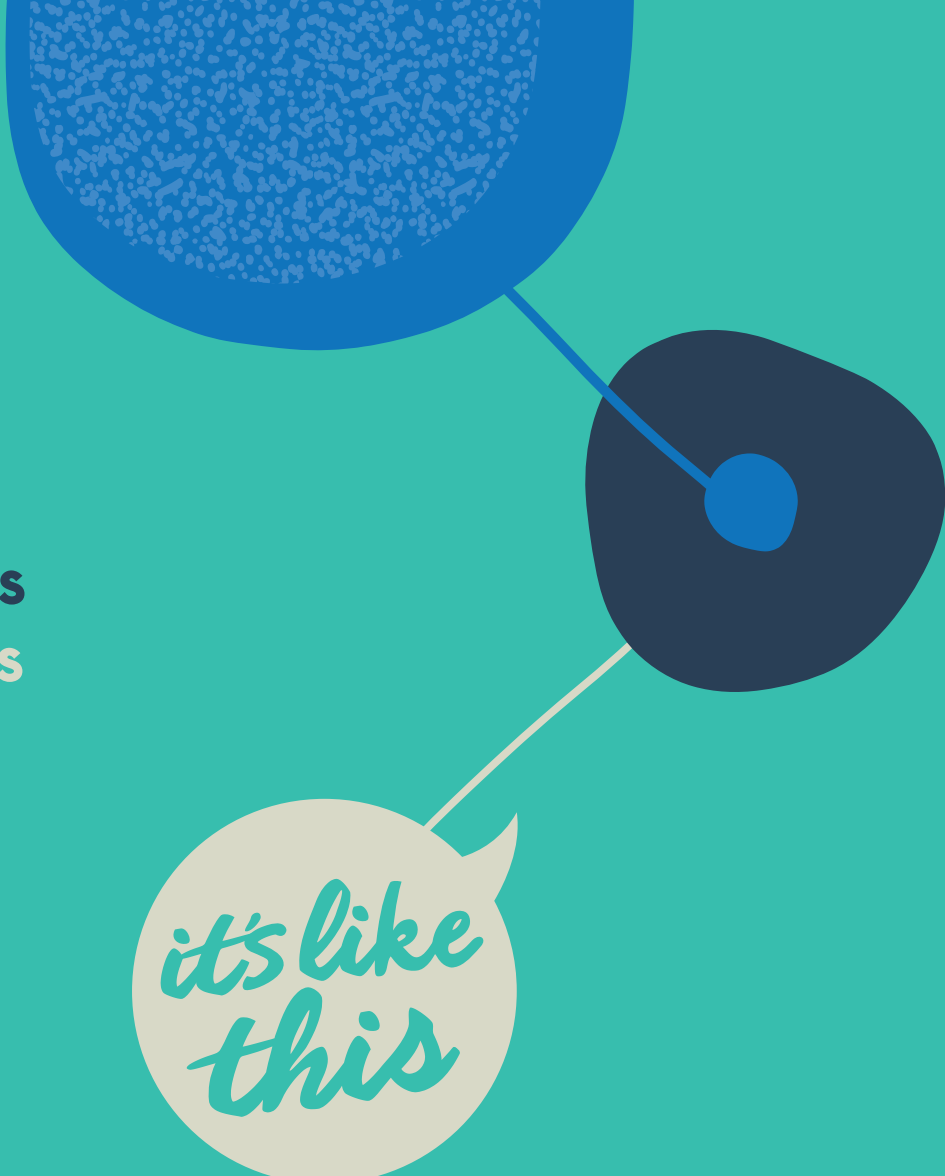
People will continue to believe in your brand if you remain true to your purpose, creating compelling reasons for them to stay loyal through events, campaigns, communications and other assets.

In these extraordinary times, we'll make your brand work hard for you at each and every opportunity.



We believe in the power of good branding and our toolkit is packed with **tools and resources** to get you started.

Contact us at:
hello@itslikethis.co



*it's like
this*