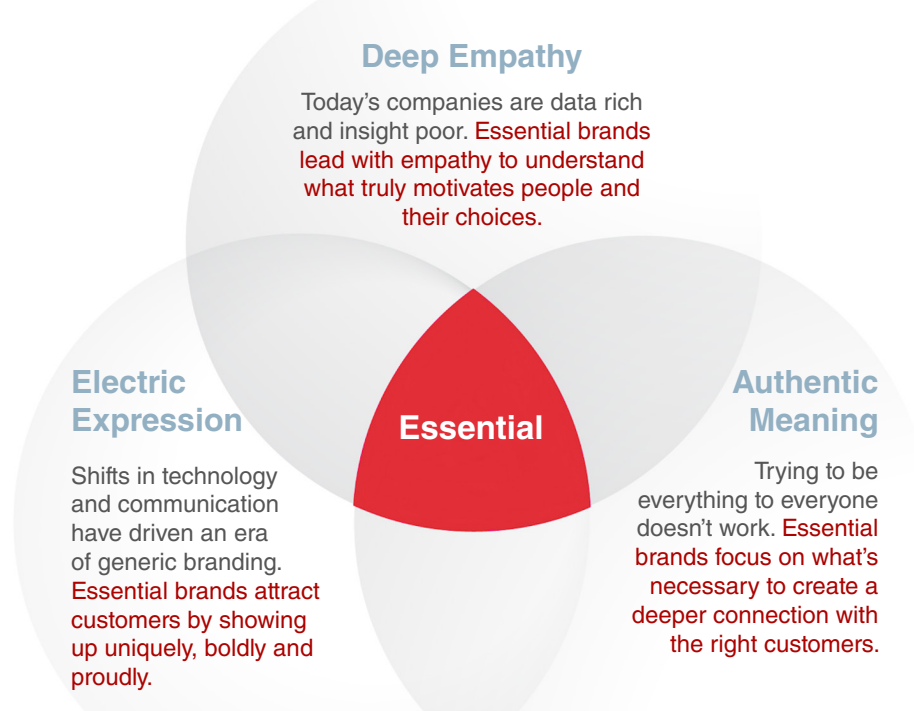


We build essential brands



Branding Services — stages & phases

INSIGHT

Foundational Alignment

Ensuring alignment on the most critical drivers of success – business strategy, product and market realities, competitive landscape, cultural trends and consumer needs.

Custom Insights

Providing seamless access to best-in-class research capabilities from LRW Group. Unlike other branding shops, we can answer all your research questions and flow them seamlessly and strategically into the project.

STRATEGY

Audience Personas

Illuminating composites of your core customers and needs. Mapping when, where and how they interact with your brand – and areas of critical impact.

Brand Architecture

Defining the organizing principles, relationships and hierarchies for company, product, service and technology brand portfolios.

Brand Positioning

Developing a brand framework, narrative, and personality. One that is differentiated, desirable, dynamic and deliverable.

CREATIVE

Brand Naming

Developing creatively impactful, TM-able names that support your strategy. Or, functional and effective naming systems.

Brand Voice + Messaging

Communicating your story verbally, with unique and authentic language.

Brand Identity + Design

Bringing your brand to life visually to create the right emotion and stand out in a crowd.

Execution + Implementation

Developing real world applications and experiences that drive meaningful results.

Validation



Want more info? Learn how we can make YOUR brand essential.

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