

## Brand Development

Developing a brand and identity is an extremely important process in defining your business and market position. How your brand and product or service is perceived in the market determines how your image will relate to the preferences of the consumer.

Many of our clients manage multiple brands. They either own several related or unrelated businesses, or they manage several product or service lines, each with its own unique identity.

Let AdEasel help guide you through the process, and let your customers help guide the long-term adaptation of your brand.

- Brand Name & Ideation
- Logo & Identity Design
- Brand & Product Development
- Print & Interactive Collateral

## Brand Management

Managing a brand is even more important than developing a brand. The greatest brand name, identity, logo and image will never reach its potential if not properly managed. Your brand needs life. It needs to grow. It needs to collaborate. It needs to breathe.

AdEasel works with all types of brands, and adapts our approach to fit the best direction for our clients' long-term brand value. And many times that means leaving the main identity alone, but establishing standards and guidelines for usage, and protecting the rights of our clients' brands.

Let us adapt your brand for best results.

- Brand Consistency
- Brand Communication
- Brand & Image Positioning
- Trade & Service Marks

## Brand Experience

What makes a brand? Just having a name and a pretty label isn't it. The world revolves around brands, and we can help you develop yours to communicate exactly the way you want it to. Is your brand whispering?

Tell it to speak up. Okay, we'll give it some advice to help it gain self confidence, stand up for itself & communicate better.

Develop branded product and service lines tied closely to your brand, and more closely to results. By creating a more consistent image and message, your customers will begin to associate your company with positive value and benefits.

- Brand Experience Building
- Theme Integration Strategies
- Brand Personality
- Brand Involvement

## Brand Interactivity

Consumers are frequently looking to the web and new media applications for increased services & information. Most importantly it's imperative that your brand be represented in a cohesive and structurally sound format.

A well-recognized logo and structured identity is a good first step toward building your brand, and by using a creative combination of imagery, copy & interactivity, your identity can be adapted continuously.

The real key to branding is to creating interaction with your brand to showcase the value of your products & services.

- Brand Immersion
- Games & Interaction
- Personalization
- Integration

Branding is what makes your idea become more original than the original idea. We like to think of brands as if they were alive. Just like growing children, we need to pay close attention to them and make sure they are always working hard to move in a better direction, constantly improving and reinventing themselves.