

# GROW YOUR BUSINESS

EARN BIG PROFITS  
WITH

## Idea Sandbox

GROW YOUR BRAND IN REMARKABLE WAYS



**We help brands around the world be Remarkable.**

Driven by creativity, we help you uncover insights, develop strategies, and design solutions that allow your brand to stand apart from your competition.

## DESIGN



**Creative Services** - Hand-crafted, attention-to-detail design that connects and communicates your brand with customers in meaningful ways.

**Digital Design** - Ensuring your on-line presence is as engaging as your face-to-face brand experience.

**Visual Identity Development** - Creating or refining your look and feel from logo through branding elements.

### Design Efforts Provide...

- Brand Standards
- Campaigns, Marketing Materials & Advertising
- User Experience
- Visual Identity & Logo Design
- Web Design

# MARKETING STRATEGY

**Marketing Strategy** - Expert strategic planning and implementation that builds **awareness, excitement,** drives **trial,** and **sales.**

### Marketing Strategy Creates

- Consumer Promotions
- Marketing & Communication Plans
- New Product & Program Launches



**IDEA SANDBOX**



# BRAND STRATEGY

We help you **STAND OUT** in the marketplace. Positioning you in ways that make you different from your competition.

**Growth Strategy** - Create your road map for growth that identifies where you are, where you want to go and how to get there.

**Brand Positioning** - We help you discover and feature what you stand for, so you stand out.

**Content Strategy** - Reach your participants (who) with the right message (what) using the right vehicle (how) at the right place (where) and time (when).

**Customer Experience** - Plans and tools to exceed simply providing a service for your Customers, going beyond to provide a **MEMORABLE & REMARKABLE** experience.

## WE DELIVER...

- Brand Architecture
- Brand Positioning / Re-Positioning
- Content Strategy
- Brand Message Ladder
- Naming: Company, Product, Service



# INNOVATION

**Brand Experience Assessment** - We examine each point of contact with your existing and potential customers to ensure you meet and exceed their expectations - creating a remarkable experience.

**Strategic Ideation** - We build and lead creative ideation sessions designed to draw the best ideas from your team. We then apply those ideas to help you create innovative products, programs and services.

### INNOVATION WORK PROVIDES

- Brand Experience Audit & Design
- New Product Concepts & Pipeline
- Service & Product Innovation

**We help you develop new, innovative ideas that your customers find relevant and meaningful.**

**We help you turn your business into a sales-driving, customer-making machine!**

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POPULAR MECHANICS