



360 Services

BRANDING

We leverage essential truths about a company and the market(s) it serves, then apply insight, intelligence and creativity to help develop an Authentic Brand. The result? Confidence that your brand values will resonate in the marketplace.

DELIVERABLES: Brand analysis and strategy, brand value proposition and positioning, messaging hierarchy, themeline.

BRAND IDENTITY

A well-designed brand identity strengthens the relationship between consumers and the brand and provides a focal point for all communications. We create visual vocabularies that communicate brand values with intelligence and authenticity.

DELIVERABLES: Brand strategy and architecture, logo design, brand standards.

WEB & INTERACTIVE

An Authentic Brand's value – and values – are at the center of its website. By visualizing the ideal visitor experience, we create sites that effectively represent the brand – intuitive to navigate, with engaging content and valuable content that help create brand loyalists.

DELIVERABLES: Site architecture, content development, design, web video concept and production, technical development

ADVERTISING

When it comes to talking to audiences directly, there remains no equal to advertising in its various forms. From print and broadcast to outdoor and online, we create integrated advertising that brings the right message to the right people at the right time.

DELIVERABLES: Campaign strategy, creative strategy, creative development, production supervision, media strategy, buying, monitoring

CONTENT MARKETING

Leveraging valuable content can help clients establish a position of thought leadership. We develop content – whitepapers, webinars, videos – that align with what prospects are looking for, then make sure they get noticed through email and online strategies.

DELIVERABLES: Strategy, design, content, email and online communications

NAMING

Is there any doubt that creating strong names for your company and its products and services is a key component of successful branding? We explore options that range from descriptive and accurate to totally fanciful and everything in between.

DELIVERABLES: Naming strategy and brand architecture, competitive analysis, name, themelines.

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