

Objective:

Increase awareness of brand and position in the marketplace to accelerate other revenue channels.

Best For:

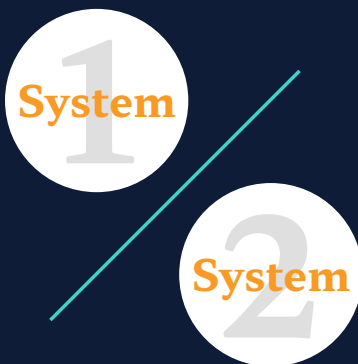
B2B brands with a high performing path to purchase that would benefit from increased brand awareness.

Expected Outcome

Teams implementing our Brand methodology will begin to see a lift in brand recall within 3 months, hitting maximum efficacy after 12 months.

Our Proven Methodology

Leaning on research by Daniel Kahneman and other prominent behavioral economists, we have found a much more cost-effective path to establishing an effective brand using System 1 / System 2 thinking.



1

Use a positioning workshop to nail down product/service positioning.

2

Conduct a Brand Vector Study to establish brand personality and baseline alignment.

3

Audit existing and create new creative to align with the results of the study.

4

Target System 1 with consistent brand identity and messaging to influence recall.

Average Setup

\$7,700

Average Monthly Investment

\$6,000

Take The Assessment

Find out which of our 6 proven methodologies are right for you



Schedule a Call

