



BREAK TRUE BRANDING

We Believe In The Inside-out Approach.

By Getting To Know You and The Heart Of Your Business First, We Can Better Tell Your Story, To Your Intended Audience. Our Value Lies In Supporting You And Your Efforts To Be Bold In Your Actions. Our Ethos Strives To Be Creative In Expressing Your Voice And Truly Original In Your Branding. Our Philosophy Seeks to Stand Out From The Pack And Take The Lead Of Your Market Sector.

First Things First,

A few simple questions to get into the core of you and your business.

Inside-out personal:

Why:

What is your purpose/cause in life?

What are your(founder(s)) personal values in life?

How:

What makes you special/unique as a person?

What do you love doing and what are you good at?

What:

How does this manifest in your world/your business?



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Inside-out business:

Why:

Why was the business created? On what behalf?

What are your companies values?

Who:

Who are your competitors? Or other brands you like the look of?

How:

How do the values of the founder(s) influence the companies values?

How do the company values influence your product, culture, or customers?

What:

What is your product/service?

What are your business goals?

What was the main reason for you to reach out to us?

Share some more details about your business that you think may be useful for us to know:



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Please note:

If you struggle to answer any of these questions, don't sweat it! - this is supposed to be a fun task for us to get a real feel for you and your brand. No question is a stupid one, so, feel free to ask any of them along the way, we are here to support **you**.

After we have defined this, we will take you through a complete Brand Strategy Canvas.

And then.

Let's Build Something Beautiful Together.