

**BoldConcepts,
ElegantCreative**

Vivanti Group Branding Approach





Agenda

- ❖ About Vivanti Group
- ❖ Branding Overview
- ❖ Sample Project Approach





About Vivanti Group



Vivanti Group

- ❖ Boutique marketing and design firm
- ❖ Comprehensive services include both strategy and creative implementation
- ❖ Established as merger of two successful businesses
- ❖ Special focus in A/E/C & healthcare industries



Vivanti Services

❖ Marketing Strategy

- Focus Groups, Interviews & Surveys
- Publication and Website Audits
- Strategic Planning
- Marketing Plan Development
- Competitive Analysis
- Demographic Analysis
- Target Market Segmentation
- Market Potential Assessment

❖ Branding & Positioning

- Naming
- Corporate Identity
- Logo Development
- Brand Positioning
- Differentiator and Message Development
- Tagline Creation



❖ Creative Services

- Web Site Design
- Web Site Development
- Business Stationery
- Brochures and Marketing Collateral
- Tradeshow Displays
- Direct Mail
- Video Production
- Graphic Design
- Content Development





Team

- ❖ **Laura Schieber** is an experienced marketing consultant who brings a creative approach to market research and marketing communications. She specializes in developing and implementing comprehensive market assessments, marketing plans and brand positioning platforms.
- ❖ **Lori Nazareth** is a visual communication expert who brings an analytical approach to the subjective design process. She specializes in brand development and helps clients establish a visual identity articulating company values and culture. Lori has broad experience in marketing, advertising, and visual design on both the client and agency sides.
- ❖ **Glenn Crochet** is an experienced branding specialist who has a strong background in identity development, advertising, marketing and illustration. He has led large creative teams and has managed all facets from concept to completion. His creative strengths span logo design, print collateral, trade show graphics as well as web and interactive development. Glenn graduated from Nicholls State University with a degree in Fine Art.



Why Use Vivanti Group?

- ❖ Unique approach bridging gap between market research and advertising agencies
- ❖ Personal attention of principals
- ❖ Healthcare know-how
- ❖ Experience working with A/E/C clients in D/FW
- ❖ We have the marketing & design savvy you need to stand out.





Branding Overview



What is a Strong Brand?

❖ 'As competition narrows, the real difference between products and services is the quality of the images, feelings and impressions evoked by a given corporate name. These are almost all that distinguishes one company from its competitors.'

❖ - The Wall Street Journal



What is Branding?

- ❖ Branding is more than a product or logo
- ❖ Branding is your company's promise to the market



How to Create a Brand - Build on Strengths



- ❖ Identify unique strengths
- ❖ Use these strengths consistently to plan strategy
- ❖ Find the intersection of company strengths and audience pain points



How to Create a Brand – Emotionally Connect with Your Audience

- ❖ I like what you said
- ❖ I like how you said it
- ❖ I like you
- ❖ Let's do business





Branding Project Approach





Project Approach Step 1 - Research

- ❖ Review existing marketing materials
- ❖ Review competitors marketing materials
- ❖ Gather & review information about market
- ❖ Review or commission consumer / customer survey
- ❖ Ensure all branding activities support internal and external environment and build from what has been done in the past





Project Approach Step 2 – Brand Workshop

- ❖ Cull key findings from reports into presentation for leadership team
 - Collateral & advertising review
 - Internal and external environment
- ❖ Facilitate interactive session
 - Share research findings
 - Determine brand personality
 - Discuss target audiences and their characteristics
 - Brainstorm ideas
- ❖ Report Findings - Deliver report that documents:
 - Brand Workshop summary
 - Brand promise (value proposition)
 - Position platform
 - Key differentiators





Project Approach Step 3 – Identity

❖ Bringing the brand to life visually:

- Develop several logo options based on information collected in research and brainstorming phase
- Present options for review
- Make refinements through 2 – 3 rounds to arrive at final logo solution
- Develop comprehensive design system for business materials, including letterhead, envelopes, business cards and mailing labels
- Develop graphic standards manual to ensure consistency of use



Project Approach Step 4 – Advertising Campaign / Marketing Collateral

- ❖ Design of marketing materials
- ❖ Incorporating the new brand into campaign/collateral
 - Tagline
 - Campaign concepts
 - Signage
 - Brochures/collateral
 - Direct mail
 - Other communication materials





Project Approach Step 5 – Website Development

- ❖ Brainstorming strategy session
- ❖ Development of Web plan (phased approach)
- ❖ Site architecture & navigation design
- ❖ Visual design prototypes and refinements
- ❖ Site production
- ❖ Content development & placement
- ❖ HTML, JavaScript & ASP programming
- ❖ Browser & platform testing, troubleshooting
- ❖ Implementation, testing, and hosting coordination
- ❖ Handoff and training



More on the Website



- ❖ Vivanti Group has special expertise in Web development
- ❖ Our custom Web-based content management system for user-friendly Web site management
- ❖ Our approach makes the process as easy and pain free as possible
- ❖ We are flexible and will conform to your needs





Brand Vision – End Goal

- ❖ Strengthen the **brand**
- ❖ Tell a **compelling** story
- ❖ Create an **emotional response** with target audiences
- ❖ Build stronger **connections** between you company and your customers
- ❖ Develop a system of **consistent** look for all future marketing projects
- ❖ Build **trust and loyalty** with customers

