



BRAND STRATEGY

Win the hearts and minds of your customers & employees with a compelling brand

We all recognize it when we see and experience it – a strong brand. They stand the test of time and compel us with their promise that often transcends their product or service. Brand is whatever people think and feel about you. It is bigger than a logo, a name, or a color pallet. Your brand is formed by the totality of impressions and experiences. As such, it can be engineered to enable your business strategy and shape your organization to achieve your vision. A commitment to strong brand building will:

- Attract talent & build passion within your workforce
- Interest the next customer & develop the next market
- Keep & deepen important customer & partner relationships
- Earn equity through loyalty

Wild Plum can help

Wild Plum develops your brand blueprint and the strategies to shape and build it. By beginning with a strong understanding of your strategy and ethos, we will ensure your brand is differentiated and backed by action. Our plan will bring your brand and your business forward.

64%

of customers with a brand relationship claim aligned values as the reason

(Harvard Business Review)

The Wild Plum difference

We believe a sustainable brand strategy is the foundation for building your reputation with current and new stakeholders. We have helped all kinds of organizations from start-ups to Fortune 500, those serving businesses and consumers, managing integrations, or seeking investment. Our services are developed to be uniquely you. Wild Plum offers:



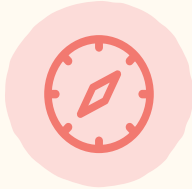
Brand identity & DNA



**Your story, tone of voice,
& messaging**



Voice of customer



**Competitive landscape
assessment**



**Brand campaign
development**



**Employee & partner
program branding**

Our promise

Our thorough, thoughtful, and analytical approach will take the emotion out of the process and put it into your campaigns and the hearts of your employees and customers. We will build your brand strategy that will both follow and enable your business strategy to build:

- **Awareness for your organization**
- **Positive & differentiated associations for your products & services**
- **Affinity to attract new relationships or investments & deepen & evolve the ties with your current employees, partners, & customers**

Together, we will build and activate your brand plan. Let's accelerate your strategy and ignite the passion you have for your organization in others!



Reach out to us at hello@wildplummarketing.com.
We can't wait to work with you.