

What's the Discovery Process?



THE DISCOVERY PROCESS

Strategy & Narrative

A deep investigative process to acquire the necessary building blocks for crafting an authentic brand story.

Brand Audit

A comprehensive review of your current brand identifying what does and doesn't resonate with the strategy & narrative.

Areas of audit:

Visual • Verbal • Behavioural
Competition • Peer

Brand Blueprint

A high-level filter through which all creative solutions will pass. It will also serve as a compass for your company's culture and operations.

cost range for most clients:
\$5,000-15,000

Offering creative solutions without understanding your business, audience, culture, and goals would only be guessing.
You deserve better.