



FLOFORWARD BRANDING DEVELOPMENT PROCESS

Conducting stages of our branding evaluation, assessment and strategy process gives us (and you) a clear picture of your target audience, and how to communicate to them more effectively. If your goal is to launch a new company, product, or service or if it is to take an already successful business into the stratosphere, this process would most certainly aid in that initiative.

***FloForward Express Process** includes 3 steps of our 8 step process over the course of 30 days including 1. Goal Discovery, 4. Strategy, and 6. Brand Voice.*

***FloForward Complete Process** includes steps 1 - 8 over the course of 60 days.*

1. Goal Discovery

This step of the process involves interviews, data gathering, and brainstorming to determine corporate views of success, repositioning, re-purposing, and new offerings. We assess what key corporate representatives envision as the desired goals to achieve. We define the attributes of the brand and determine how the company defines itself. We then generate a detailed brief of our review and assessment.

2. Research

We research who is buying what you have to sell, why, in what intervals, what the motivations are for not only what they are buying but when they are making the purchases. Our research may include gathering and reviewing demographics, review and analysis of competitors, visual audit, message review, business strategy review, and budget review. The information from this process is documented.

3. Analysis

We analyze what it is your target truly wants and how confident they are in what you are offering to satisfy that need. In this phase of the process, we may employ focus groups, sales figures and sales trends, past and future market changes, and review of new product offerings. We may review current and potential business strategy, and assess brand extensions. Information from this process is documented.

4. Strategy

In this phase, we define your target market based on your goals, our advanced research and analysis and the determination of how you define your business. Armed with this information, we sharpen your message to whom you intend to target. What you say and how you say it often determines the impression you leave and ultimately the conversion of potential customers and retention of existing customers for repeat business. We outline three “ideal personas”, give them detailed identities, and build strategies to successfully sell to these three target individuals within your audience. A detailed persona report and strategy outline is documented.

5. Brand Architecture

We assess your brand architecture by assessing your product(s) and services, your operations systems, your business relationships and the future vision of your company. This critical information can help us zero in on the nuances of communication to your target audience. The resulting data is documented.

6. Brand Voice

First we assess and establish how you currently talk to your audience. With the research we have conducted earlier in the process, and the strategy we have established to market to the three ideal personas, we create the most effective brand voice to influence perception of your brand to the focused audience whether it be through sales calls, direct mail, email, print marketing, trade shows, and more.) We also may run both external and internal communications campaigns, execute surveys, focus groups, or make calls on behalf of your company to determine how your customers feel overall about your company, your products, your services, and your people. The resulting assessment is documented.

7. Brand Promise Discovery

With all the above information at our fingertips, we lead in the discovery of who you truly are (meaning the face you will be putting forward) what you truly do (the clear and concise mission and how you will execute that mission) and a deep, meaningful illustration of why you matter. The assessment is documented.

8. Brand Guide

With all 7 steps of our FloForward process complete, we prepare a detailed brief for your use as a branding road map including critical creative assets and guidelines as to how they should be used. We go through the brief step-by-step with your key personnel.

Beyond

From here, if contracted, our creative team dives into the Identity process to create all required creative assets. Our marketing team outlines a marketing plan to deliver the brand to the target audience and begins execution of the plan utilizing the creative assets.



The Prcevr Brand Development Process

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STRATEGY BY DESIGN

- Forms
- Training
- Systems
- Letterhead
- Business Cards
- Envelope
- Powerpoint
- Investor Docs
- Website
- Design
- PDF
- Mobile
- Naming
- Logo
- Development
- Packaging
- Labels
- Promos
- E-Com
- Promos
- Investor Docs
- Naming
- Logo
- Taglines
- Style Guides

- WEB
- PRINT
- STORE
- PRODUCT
- CORP

INTERNAL ASSETS

EXTERNAL ASSETS

- WEBSITE
- BOARDS
- STOREFRONT
- E-COM
- SOCIAL
- DISPLAYS
- BOOTH
- BAGS
- SIGNAGE
- HANG TAGS
- CLIP CARDS
- CONSUMER CHALLENGE
- LOGO
- WEBSITE
- GRAPHIC
- ARCHITECTURE
- UNIFORMS
- VIDEO
- NAMING
- DEVELOPMENT
- DESIGN
- PACKAGING
- LABELS
- WRAPS
- VEHICLE
- GRAPHICS

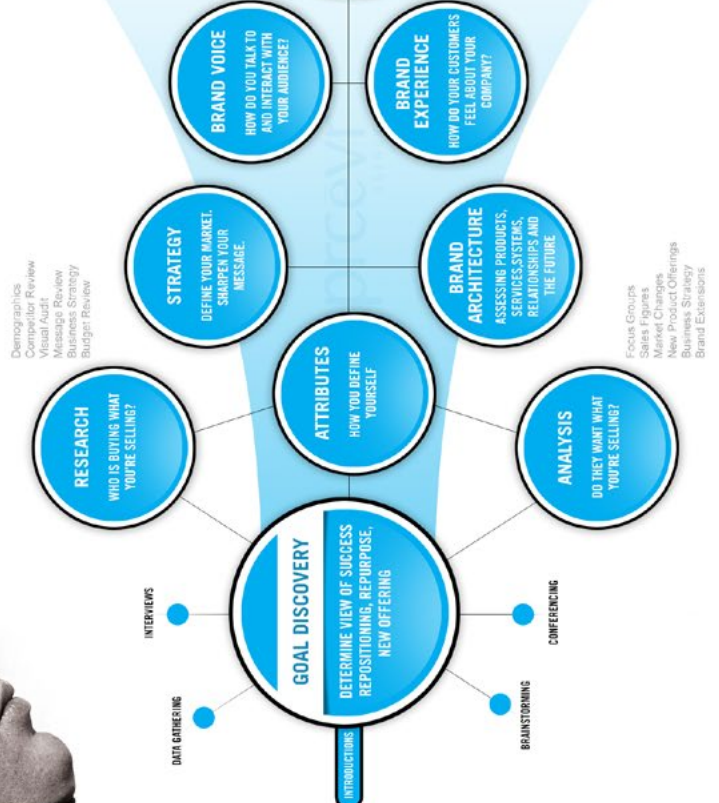
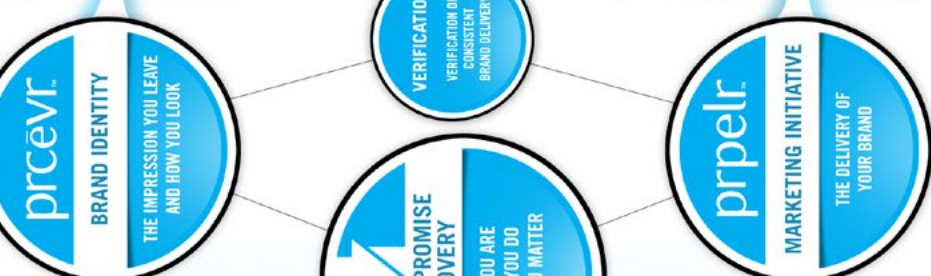
- VERIFICATION OF CONSISTENT BRAND DELIVERY
- ADVERTISING
- COMMUNICATIONS
- EMAIL
- PRESENTATIONS
- INCENTIVES
- STUFFERS/PIECES
- COMMERCIALS
- PIECES
- SHOW FUTURE
- SALLES SHEETS
- PARTNERSHIPS
- ANNUAL REPORTS
- ADS
- DIRECT MAIL
- CATALOGS
- BROCHURES
- BANNER ADS
- BLOG/RS
- PODCASTS
- EMAIL MARKETING
- LANDING PAGES
- VIRAL VIDEOS
- WEBSITES
- WEBSITE
- BLOG/RS
- PODCASTS
- EMAIL MARKETING
- LANDING PAGES
- VIRAL VIDEOS
- WEBSITES
- BANNER ADS
- BLOG/RS
- PODCASTS
- EMAIL MARKETING
- LANDING PAGES
- VIRAL VIDEOS

- WEB
- PRINT
- TV
- INTERNAL

ADVERTISING

PUBLIC RELATIONS

- WEB
- PRINT
- EVENTS
- BLOG/RS
- WEBSITE
- PODCASTS
- EMAIL
- NEWSLETTERS
- NEWSLETTERS
- ARTICLES
- BOOKS
- MEDIA KITS
- PROMOS
- SPONSORSHIPS
- PHILANTHROPY
- PARTNERSHIPS
- PROMOS



Demographics
Competitor Review
Visual Audit
Website Review
Business Strategy
Budget Review

Focus Groups
Sales Figures
Market Changes
New Product Offerings
Business Strategy
Brand Extensions



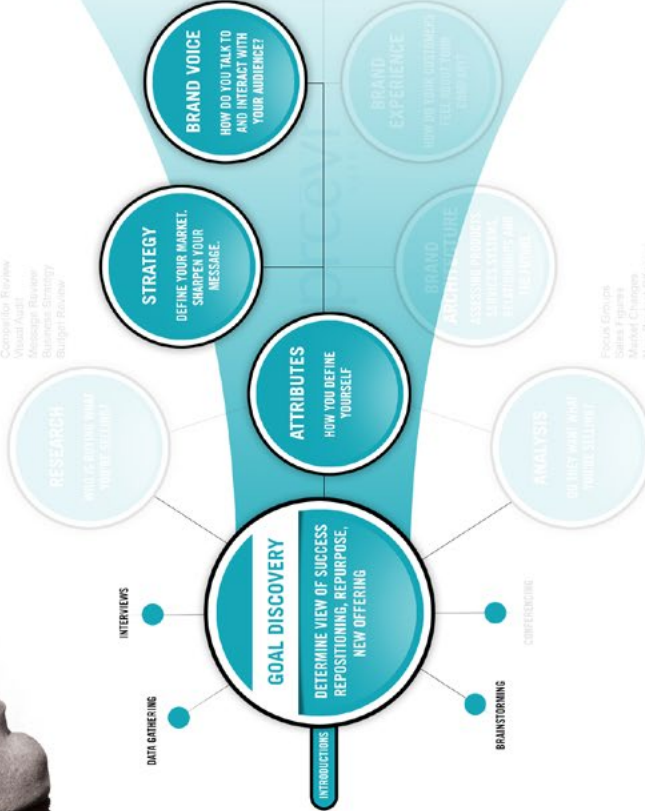
FLOFORWARD EXPRESS PACKAGE



The Prcvr Brand Development Process
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STRATEGY BY DESIGN

BRAND DEVELOPMENT SERVICE

Demographic Research
Competitor Review
Visual Audit
Brand Positioning
Strategic Business
Budget Review



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AGENCY

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FLOFORWARD COMPLETE PACKAGE

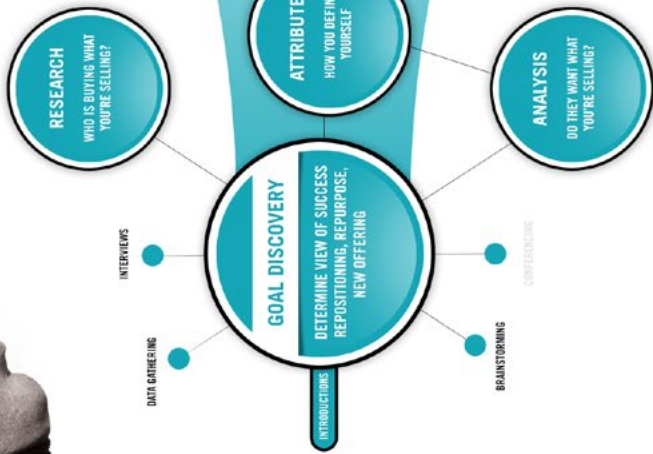


The Prcevr Brand Development Process



BRAND DEVELOPMENT SERVICE

Demographic
Competitor Review
Visual Audit
Brand Positioning
Strategic Business
Design Review



CREATIVE SERVICES



MARKETING SERVICES



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