

absolutecreative
Canadian Branding Agency Inc

6 brand essentials



author



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The Question

Does building your brand help build your firm?

This booklet is designed to give firms insight into the brand building process and its impact on your firm's growth. Whether you have just started your business or have been in business for some time, this booklet will give you the secret to building a thriving firm and gaining a sustainable competitive advantage in the marketplace.

Get Branded. Be remembered.

MAKE YOUR COMPANY THE OBVIOUS CHOICE.

Contents

The action will change your company.

| | |
|--|----|
| 1. What is "Branding"? | 5 |
| 2. Corporate Brand Effectiveness | 6 |
| 3. The secret | 7 |
| 4. How firms grow | 8 |
| 5. Management Challenges | 9 |
| 6. What is "Brand" & "Brand benefits" ? | 10 |
| 7. How to build your Brand? = "6 brand essentials" | 12 |
| 8. Hidden opportunities | 14 |
| 9. Who we are? = We are "absolute creative." | 30 |
| 10. Success stories / What we did | 37 |
| 11. Work Experience & Challenges | 41 |
| 12. Our Services & Contact us | 54 |
| | 71 |

What is Branding?



Brand History

Branding has a long history. Branding logos did branding of products and services on the hides of cattle and other animals to show the distinction between one's property and the property of others. Corporate branding is the same. It serves to differentiate a company from other companies and to represent the company itself and its individuality.

However, corporate branding must make a wise process because the image of the company that the corporate brand instills will significantly affect the relationship of trust with customers and the reputation of products and services.

A successful corporate brand doesn't just guarantee immediate recognition among consumers; it will also result in a wealth of psychological associations and emotional connection.

Corporate Brand Effectiveness



Corporate Brand Effectiveness

1. Improve the efficiency of sales promotion activities
2. Lower turnover rate
3. Differentiation from other companies
4. Avoid competing on price
6. Increase recognition
7. Recruitment of talented people

Build your brand. Build your business.

If you are in business, you face challenges on many levels. For example, your employees, time, and expertise are your product as a professional service firm. You can't stockpile it for use in periods of high demand. Worse still, your "product" can have a bad day, jeopardize a critical relationship, or suddenly move to a competitor with your client in tow.

The biggest challenge of all is a substantial competitive advantage in a crowded market- place. What's the best way to compete for talented staff? How can you attract the right clients? How can you stand out from your competitors?

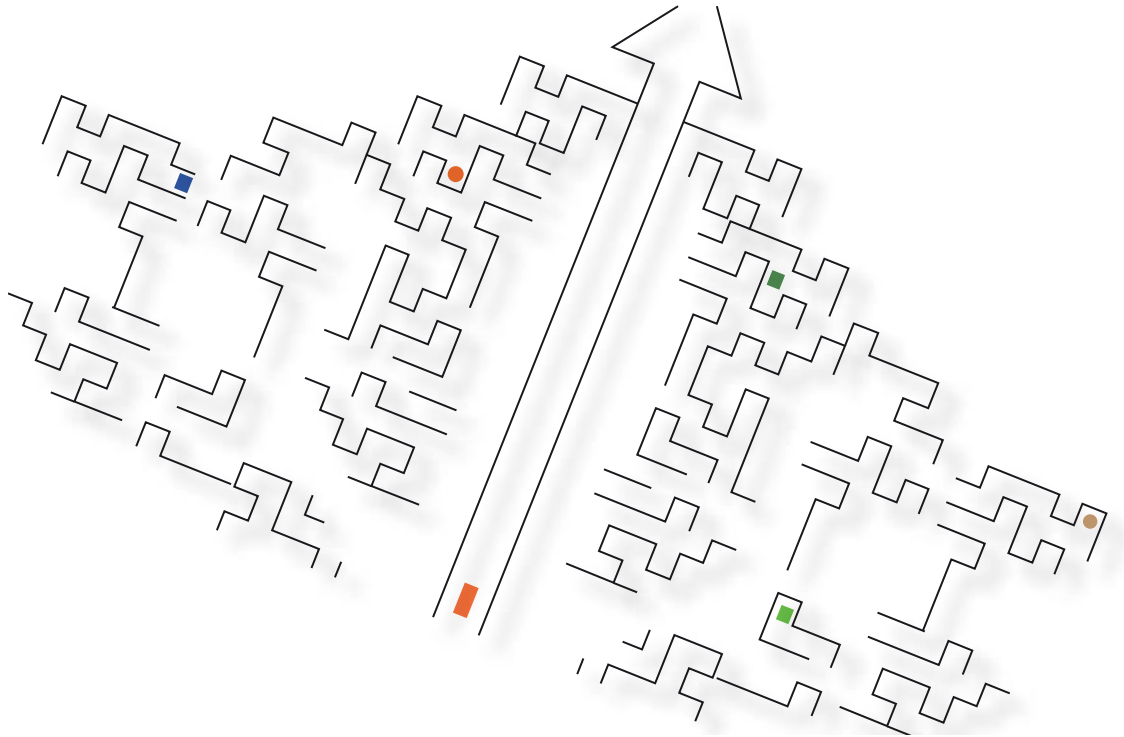
The secret



The biggest challenge of all is a substantial competitive advantage in a crowded marketplace. How can you attract the right clients? What's the best way to compete for talented staff? How can you stand out from your competitors?

The secret to building a thriving business lies not in the size of your marketing budget or your technical ability but in making the most of your most under-utilized asset: YOUR BRAND. It is the "clue of choice" for consumers when they select products and services, and it plays a significant bridging role between consumers and sellers in terms of trust. To understand why it helps to know how firms grow and to know the six brand essentials.

How firms grow



How firms grow

Most firms grow organically by acquiring the right clients - clients that share three critical characteristics:

1. They are profitable
2. They are loyal
3. They refer other clients

These clients are a firm's CORE customers. They are your growth engine. When they make repeat purchases, it has the great advantage of bringing in long-term corporate profits. In addition, "true core customers" will spread the word about a product by word of mouth because they are attached to it and trust it. Their opinions and advice will also be essential future growth factors.

How firms grow

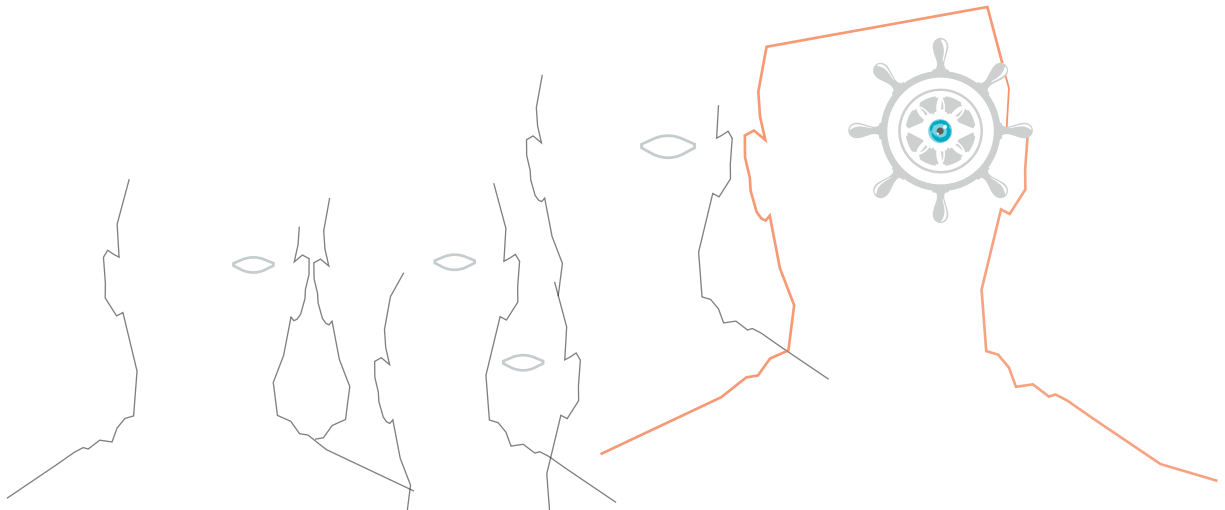
Core customers are a firm's most straightforward and trouble-free clients, allowing you to do what you do best without a lot of interference. And because they are emotionally vested in the firm, core customers tend to refer the firm to others, typically with enthusiasm.

While the core customer concept is intuitive and straightforward, it can be devilishly tricky to achieve. Why is that? Because most companies lack confidence in their true competitive advantage and are unaware of their strengths.

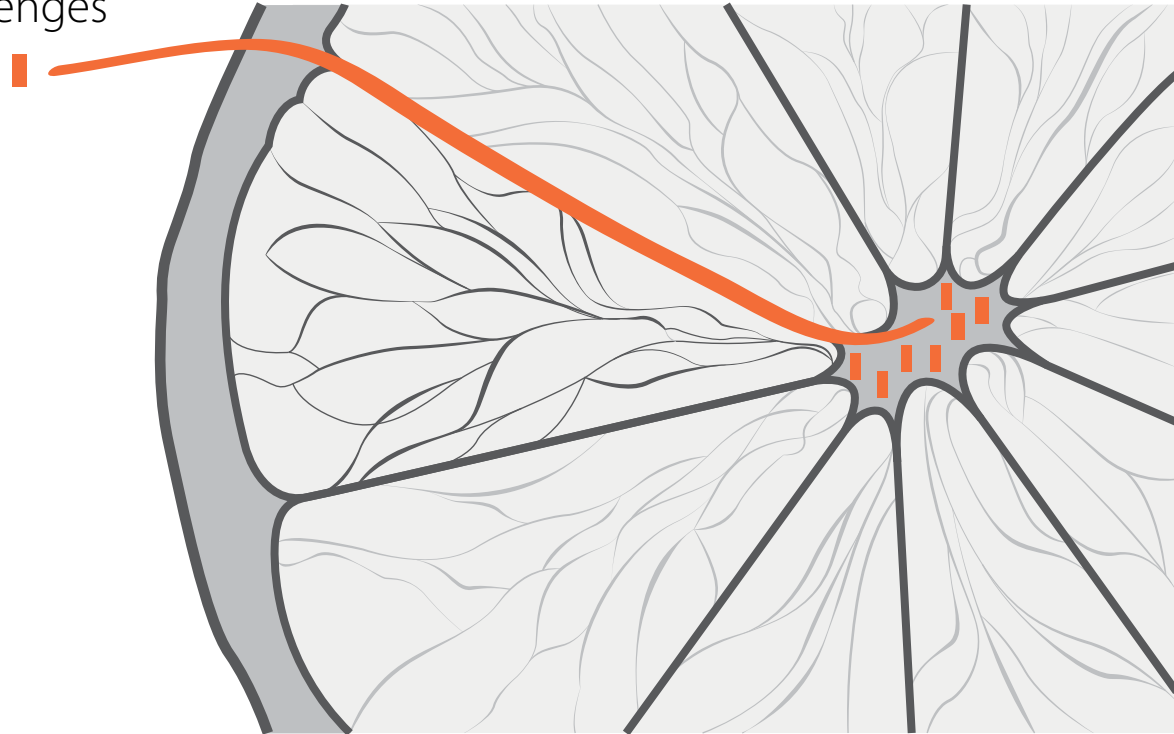
From the outside, all firms start to sound, look and feel the same. Consequently, they send mixed messages that confuse both prospective clients and employees. This sameness and confusion make it harder for you to meet three key challenges necessary for growth.

CORE CLIENTS ARE:

- > Profitable
- > Loyal
- > Refer other clients



Management Challenges



Management Challenges

Three key challenges faced by companies seeking to attract core customers need to address.

1. Creating a Competitive Strategy
2. Recruiting and Retaining Talented People
3. Building a solid relationship of trust

Management Challenges

Creating a Competitive Strategy

Strategy Management must develop a strategy that resonates with its desired core customers and provides a sustainable competitive advantage. One way to do this is to differentiate yourself from your competitors in a way that establishes a meaningful emotional connection with your potential core customers. The challenge is to correctly communicate the brand promise to the core customer, recognize their strengths, and develop strategies to maximize their appeal.

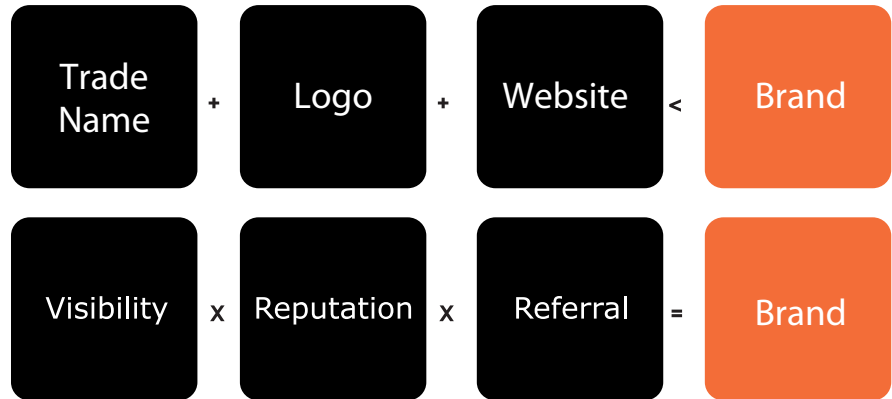
Recruiting and Retaining Talented People

Retaining talented people is essential for the success and growth of the company. The company's greatest assets are people who can bring profits to the company and go above and beyond at the work you ask them to do. However, it is challenging to secure a stable supply of excellent human resources in a competitive recruitment environment because it is highly likely that competitors will also want excellent human resources.

Building a solid relationship of trust

Building a solid relationship of trust is one of the most critical factors for consumers to choose your company. Customer trust not only has a significant impact on customer spending, repeat business, frequency of use, and length of the contract, but it can also lead to the spread of good word of mouth and the introduction of new customers. You maintain the trust between customers and companies, and it is essential always to keep promises made to customers. It is impossible to undo conviction once it has collapsed.

What is a brand,
and how can it
help build your firm?

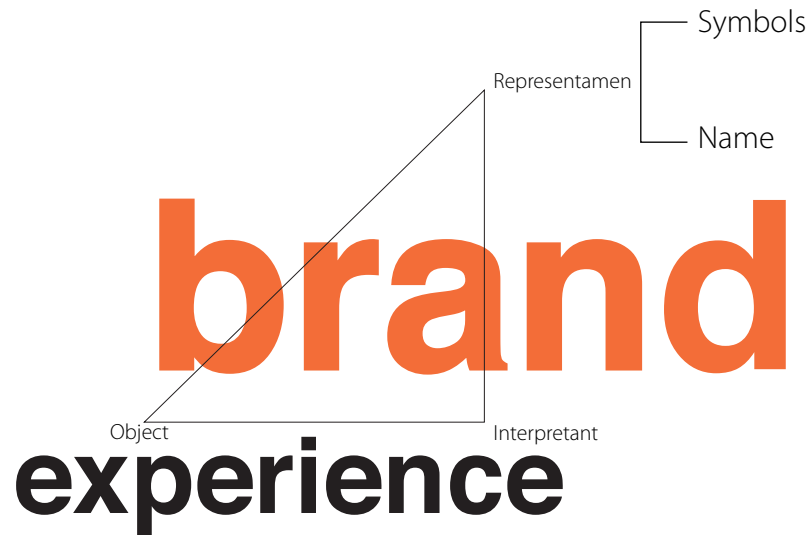


A brand is more than a logo, trademark, or website.

A company's brand touches all aspects of a business, from market awareness to reputation and referral potential. When you consider the 6 brand essentials, you'll discover that a well-conceived brand will help you address all challenges.

A great brand makes it much easier to attract core customers - these valuable clients are the engine that propels a firm's growth. When core customers are ready to make referrals, a firm's brand will provide the credibility to support its claims.

A brand also sets standards for daily operational performance. It helps management decide what level of service and expertise is required to maintain competitive advantage, fulfill the brand promise, and live up to the firm's values.



BRAND DEFINED

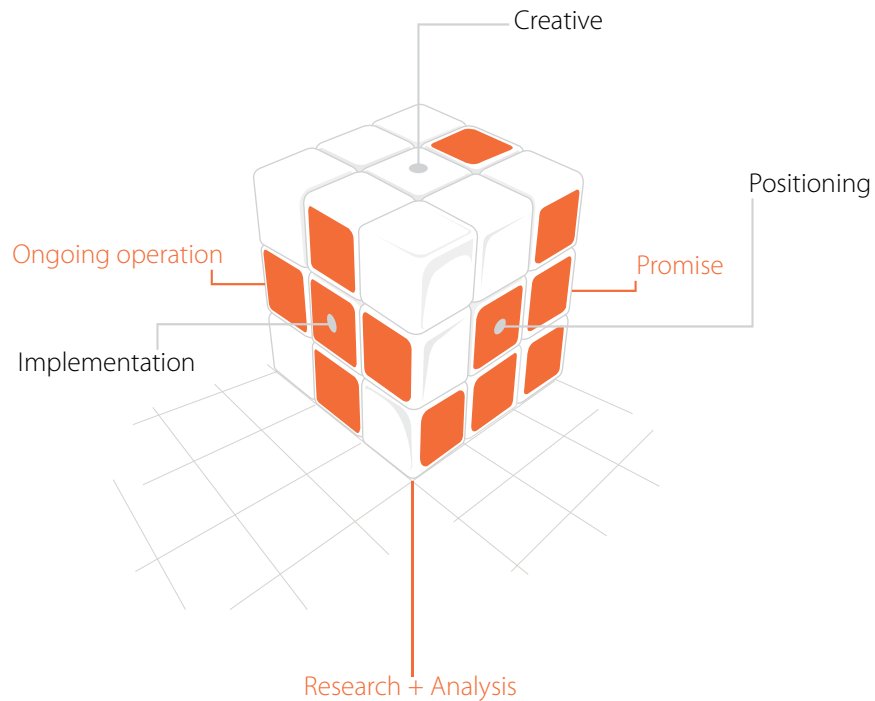
A brand is anything that identifies your products or services with those of another company and how a customer perceives and experiences a product, service, or company.

How to build your brand

The process of building a brand consists of six brand essentials. This booklet introduces each essence in detail.

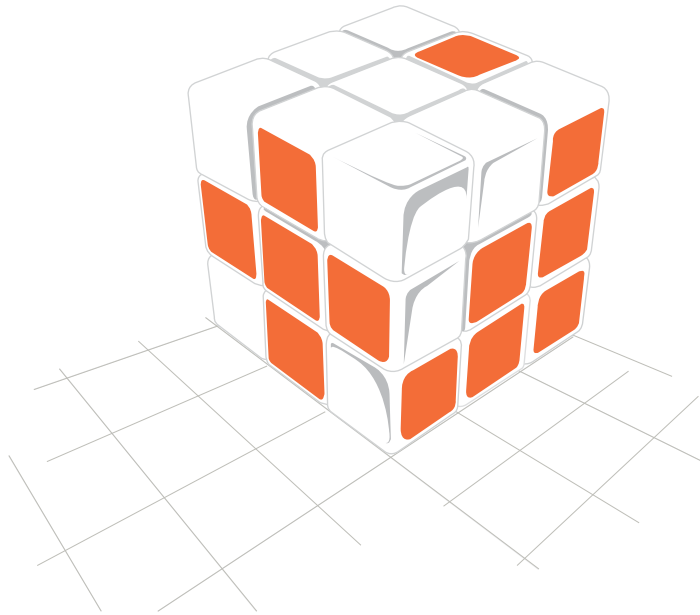
6 brand essentials

1. Research and analysis
2. Positioning
3. Promise
4. Creative
5. Implementation
6. Ongoing operations



6

BRAND ESSENTIALS



6 BRAND ESSENTIALS



Research + Analysis



Positioning



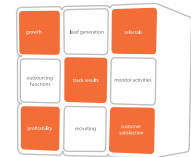
Promise



Creative



Implementation



Ongoing Operation

Bridge The Gap Between Customer & Company



Before we go into how you can eliminate the gap between your customers and your company, it is essential to define and understand two essential concepts:

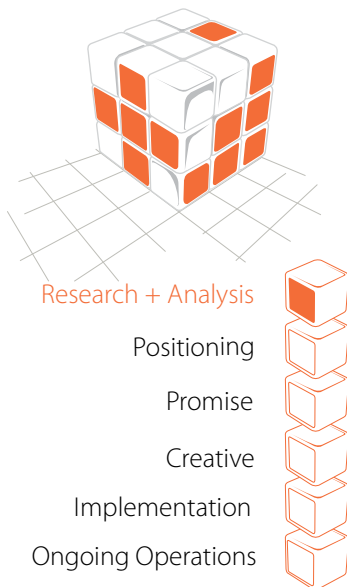
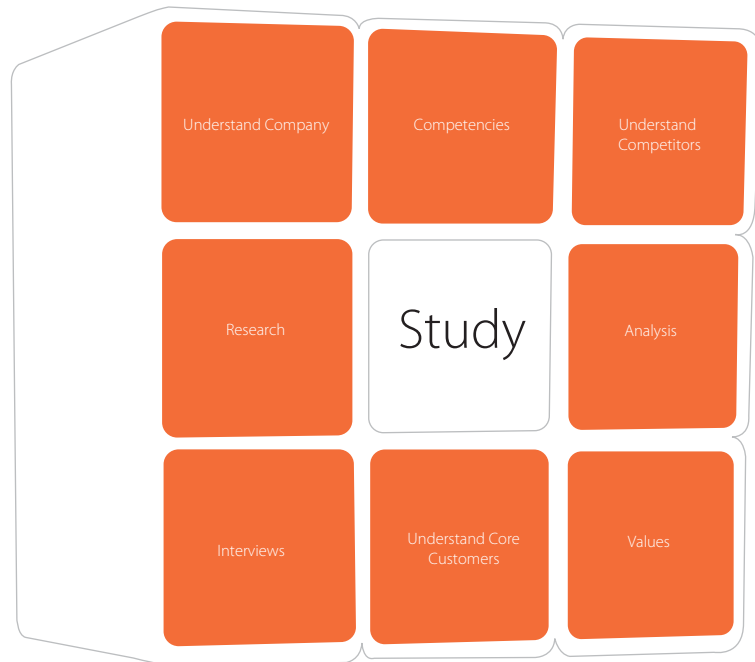
Most businesses start marketing their products/services before defining and understanding their target audience. Who will buy the product or service? That is a common mistake amongst many small businesses. Your target audience is the individuals, groups, communities, and bodies of decision-makers who can influence your target. Your target audience is the individual or individuals who have direct decision-making power over the issue your organization is working to address.

Most organizations, when asked, "who is your audience? They reply, "the general public." Indeed, when you watch a group's media coverage on the 11 o'clock news, it appears that the group is talking to the whole world, the public. But the entire world isn't watching the 11 o'clock news. Those with college degrees and adults over the age of 55 watch the story more than anyone else. So, any organization that aims to get their event covered on the 11 o'clock news is most likely to reach college-educated and senior adults as their demographic. No organization can attract everyone and satisfy everybody. To be successful in your marketing and business growth, you need to be specific about your target audience.

Understanding your target audience; values, culture, lifestyle, demographics social is so important. that helps companies to be focused on them and monitor activities and needs that cause production line to produce the right product or services in the right path, so that helps to save money in production, marketing, advertising, and get to the easy sale, cash flows and ROI return of investments.

To achieve all these above, you need to understand your company. Such as product or service, positioning, message, target, and image, that means what exactly you are giving out to the target audience, what makes you different, what is your message to them, and achievement, and what image you what pictured on in graved on their mind from your brand.

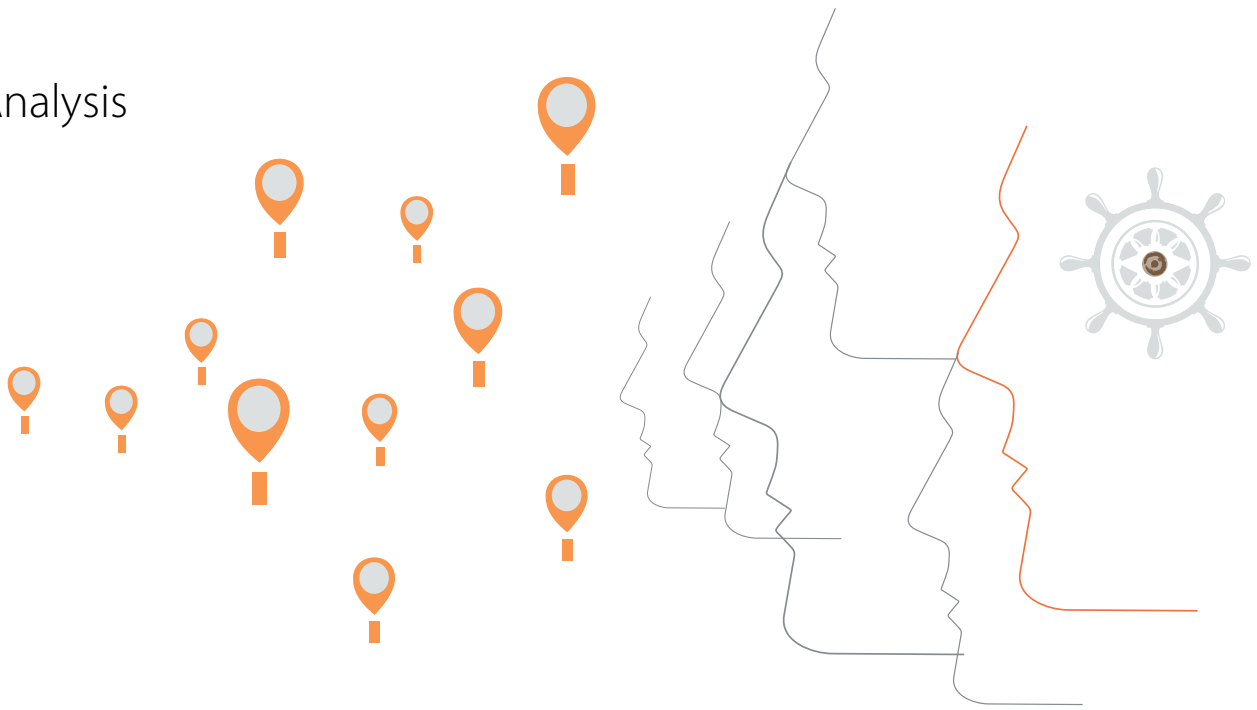
Research + Analysis



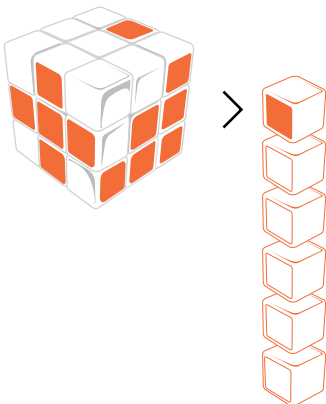
Research+Analysis

Sometimes, there is a gap between a company's self-perception and the perception of its customers and the market. First, it is essential to collect and analyze objective information about core customers, competitors, internal perceptions, values, and competitive strengths. This process involves reviewing existing data and new research, which may reveal unique company strengths and values.

Research + Analysis



Bridging the Gap Between Customers and Companies



> Understand your customers

find your core clients

> Understand your competitors

find out what they are in the market

> Understand your company

Recognize your strengths and value

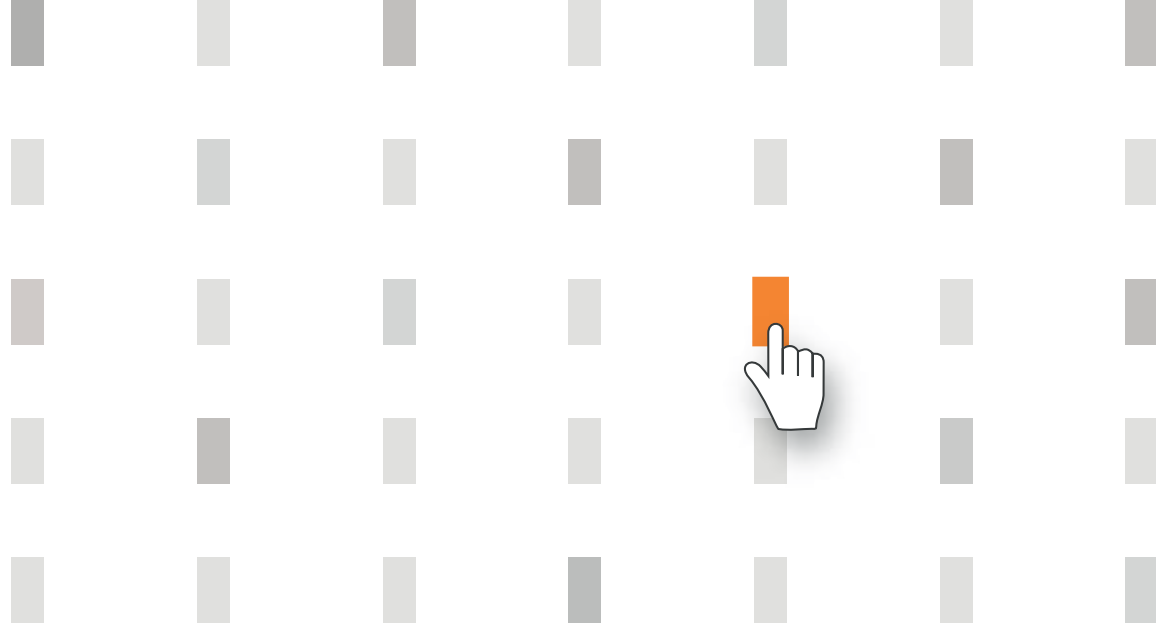
Positioning



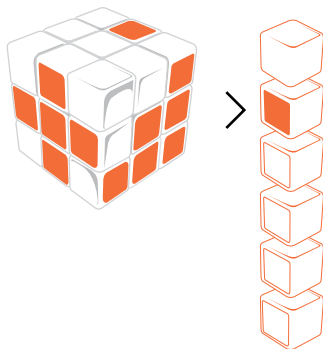
Positioning

The next step is to develop a clear and concise market position based on research and analysis. Positioning involves answering the question, "How are we different from our competitors in ways that are relevant to our core customers? Building a unique position relative to your competitors and differentiating yourself will help you realize that you are special.

Positioning



To be noticed, your positioning must accomplish three things:



> Be different

stand out from your competitors.

> Be focused

narrow your services/expertise.

Find a niche, and customers will seek you out and be willing to pay more.

> Be relevant

test the waters first and determine

if there is sufficient interest in your specialty.

Promise



The Promise

A brand promise is an extension of a company's positioning. It refers to the quality, features, and value that a brand promises its customers and the expected tangible benefits that create the desire for the product or service. A brand promise is only meaningful if you keep it. A properly formulated and executed brand promise can significantly advance a company's brand growth.

Promise



We must motivate customers, and the brand promise must achieve three goals.

- > It must communicate a compelling benefit.
- > It must be authentic and trustworthy.
- > Promises must always be kept.

Apple

You can own the coolest, easiest-to-use, cutting-edge computers and electronics.

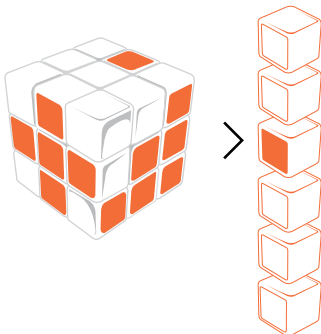
Mcdonald's

An inexpensive, familiar and consistent meal delivered quickly in a clean environment.

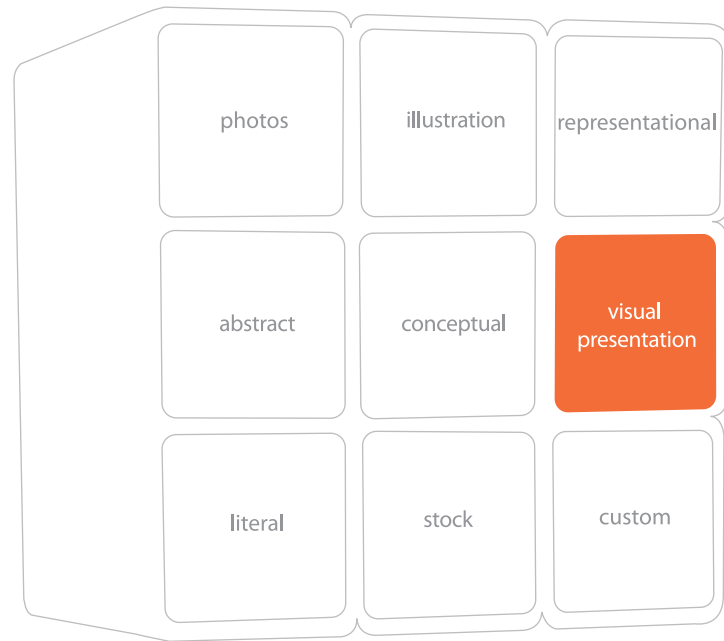
FedEx

Your package will get there overnight. Guaranteed.

What promises are you making to your customers?



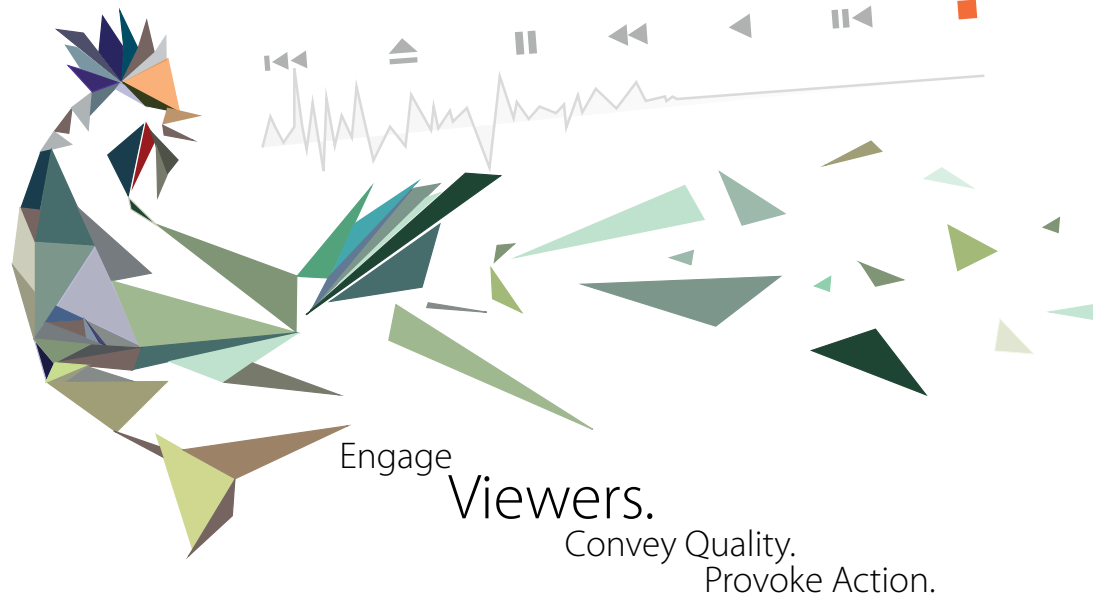
Creative



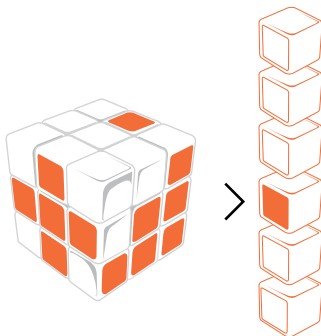
Creative

Most of us make sense of the world based on the information we get from our vision. Images can shape the way we experience a business. Ideas can set the tone, drive expectations, and set a company apart from others. You can develop your brand's visual identity and messaging to support your brand positioning and brand personality. In other words, "Creative" is the ability to accurately understand and visualize intangibles such as written and invisible words into tangible, visible objects.

Creative



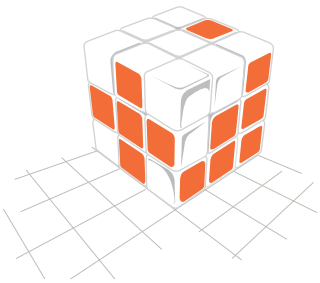
In other words, Creative is the ability to accurately understand and visualize intangibles such as written and invisible words into tangible, visible objects.



Support your positioning through:

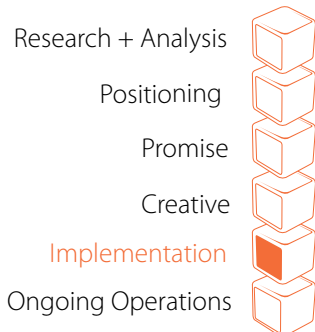
- > Brand Message
- > Brand Personality
- > Brand Visual Presentation

Implementation



Implementation

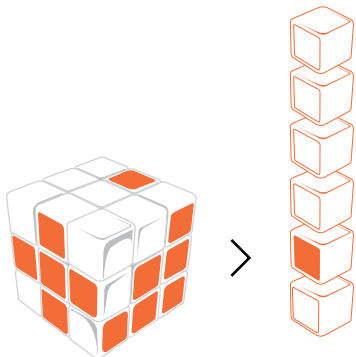
In this phase, the visual identity and messaging will be applied to a variety of media. This includes a new logo, website, marketing materials, and other tangible products. The implementation of the brand will influence all aspects of the company's marketing, including public relations, publications, trade shows, and training, allowing employees to identify opportunities and express the company's capabilities.



Implementation



Turn your positioning to concrete materials to reach the target market

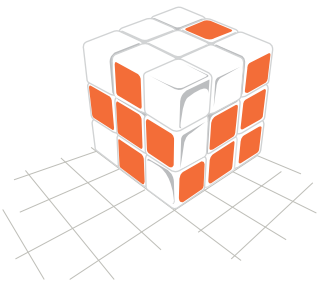
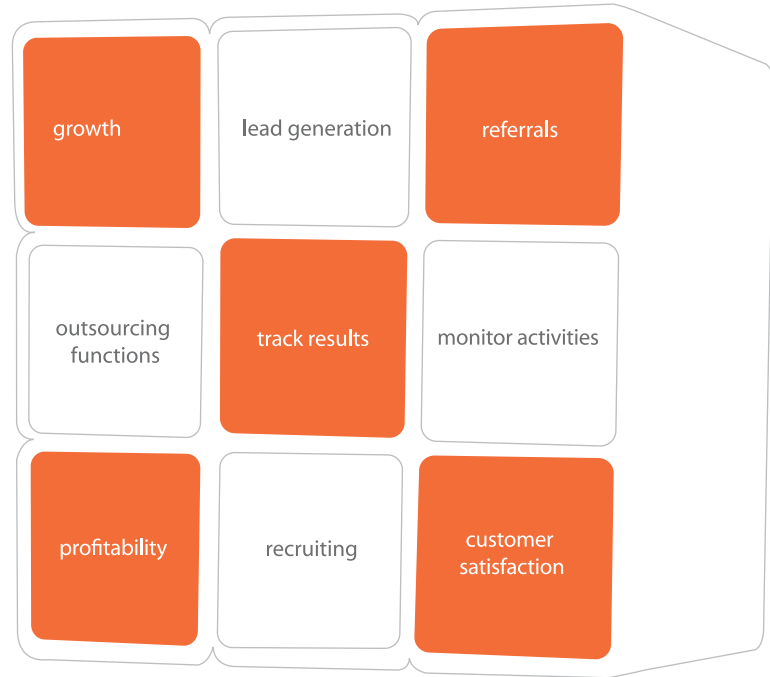


The company will continue to implement the actual measures, repeatedly test their effectiveness, revise the strategy if necessary, and continue branding activities to refine the brand further.

Turn your positioning to concrete materials to reach your target market.

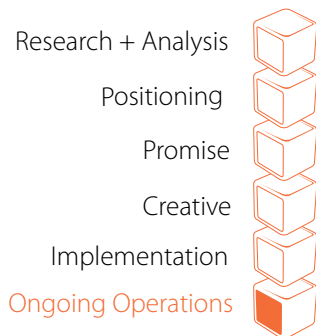
Logo / Advertising / Marketing Collateral / website / Presentations / Multimedia

Ongoing Operations

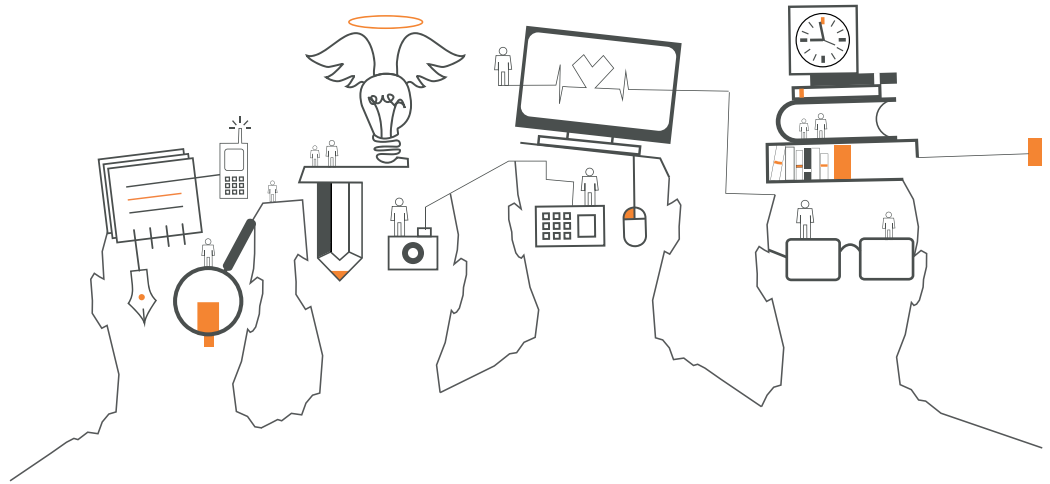


Ongoing Operations

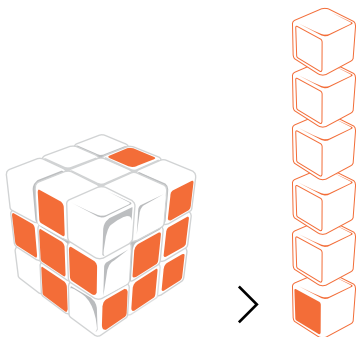
Last is the ongoing operations stage. As a firm rolls out its new or refreshed brand, it can begin monitoring its impact on lead generations, conversations, referrals, recruiting, customer satisfaction, product quality, growth, and profitability. This allows you to test and make adjustments as needed. You will evolve into a highly polished, ONE OF A KIND company through repeated execution and improvement.



Ongoing Operations



To maintain your branding push, have specific goals for your company and measure them on an ongoing basis. Some areas to focus on:



- > Outsourcing Functions
- > Monitoring Activities
- > Tracking Results

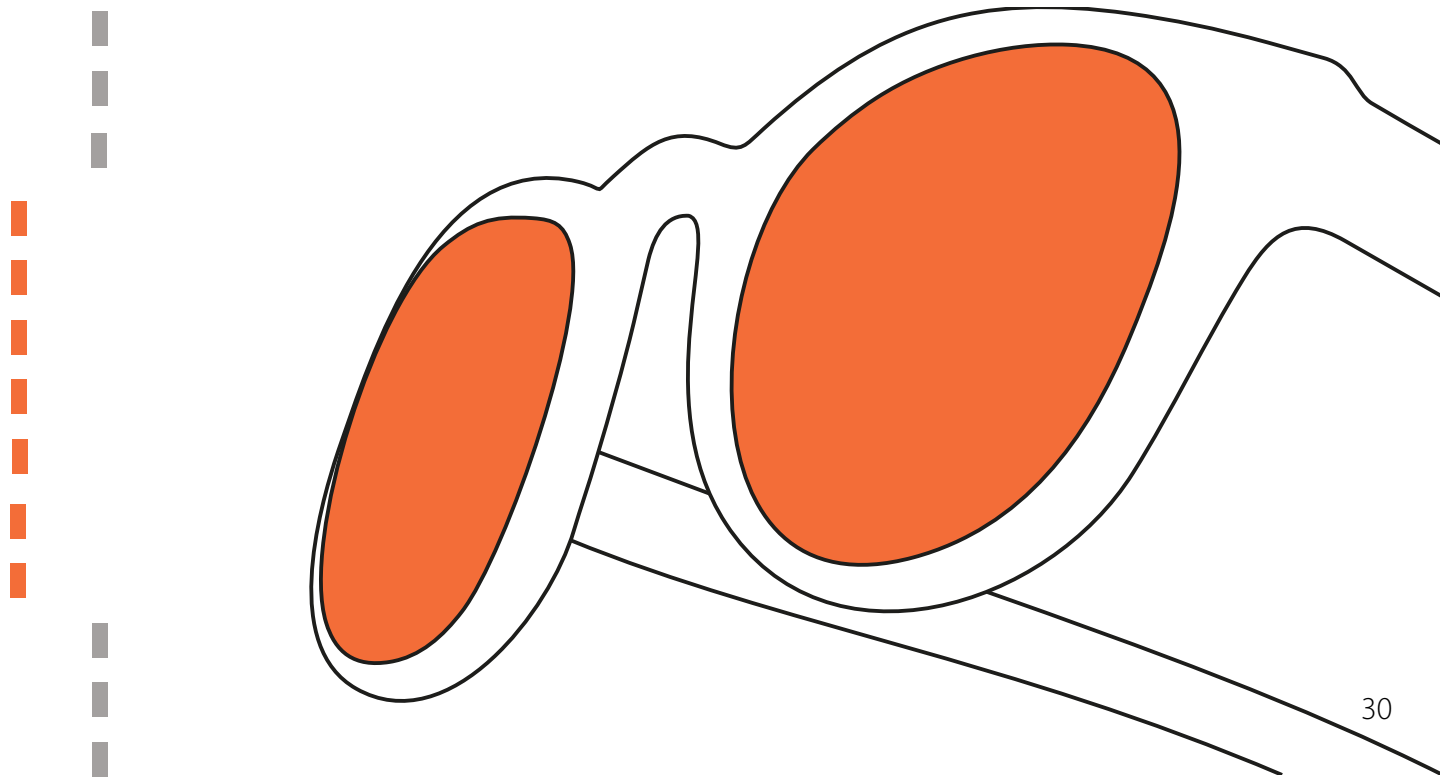
How Branding Affects Corporate Value



Branding doesn't just affect the day-to-day and year-to-year success of a business. It also influences the value of a company when it is sold. A significant proportion of a firm's value can be attributed to the brand's strength and the reputation and position it commands in the marketplace.

When setting brand value, there is a belief that functional value is easily imitated by later companies and is challenging to differentiate, so emotional value, which is difficult to replicate, should be given priority. However, if later companies easily copy a brand, it is not sufficient to set functional values.

Hidden Opportunities



Uncover hidden opportunities

Uncover hidden opportunities

When you objectively gather and analyze information about the market, customers, competition, and your company's situation to build your brand, you may discover potential corporate values and strengths that you were not aware of before, as well as opportunities that can lead to business growth and operational improvements. Because each company has its unique history and circumstances, the discovered opportunities will vary from company to company. However, there are a few discoveries that appear frequently. Here are a few typical chances and how to take advantage of them.

Hidden Opportunities # 1

Hidden Opportunities # 1

Your customers don't know everything about the products and services you offer. Your customers may know about the products they have purchased or the services they have received, but nothing else. As a result, customers often leave your company and move elsewhere for services that you also offer.

How to Capitalize

It is not your job to figure out how to use your services to solve your customers' problems.

You have to be proactive and appeal to them.

Ask your customers what challenges they face and tell them what solutions your products and services can offer them.

If you respond in a pushy manner, you will lose the customer's trust. The proper response is to tell them, "You may not know this, but we have experience solving the same problem and can provide you with the best solution."

Hidden Opportunities # 2

Hidden Opportunities # 2

Many professionals often confuse potential customers by using ambiguous language and complicated technical words when talking to potential customers. Many companies deliberately speak this way because they don't want people to think they are limited. However, potential customers cannot understand anything because they do not have their expertise, capability, or experience. This is why they can't decide to buy!

Clarity = \$

The critical thing to keep in mind when preparing is that the more you leave out, the sharper your message will be. The more you cut down, the more you can emphasize you're true strengths. If you create a straightforward and easy-to-understand the message, you will gain customers who appreciate your expertise. In addition, through various forms of communication, the vague fears and worries that lurk in the minds of potential customers can be concretized and recognized as needs. It is also essential to provide information that links the identified needs with its products and services.

Hidden Opportunity # 3

Hidden Opportunity # 3

You understand what your clients tell you they need but you probably don't know what they really want.

You know what your customers need, but you probably don't know what they want. Needs and wants can be completely different. A client's wants are not abstract desires like needs, but more specific desires, often motivated by emotions. For example, it could be something like the following. A customer needs a new IT infrastructure. However, the customer may want the certainty that the problem has been solved and that they will not have to worry about it.

In other words, the difference between needs and wants is that needs are "ends" that compensate for the lack and wants are "means" that pay for the shortage.

How to Capitalize

Give them what they want. Include what they need.

A great brand appeals to the emotions of its clients. Indeed, it is helpful if you address their needs. But if you can understand and meet the emotional needs of your customers, you can have a substantial competitive advantage.

A good brand appeals to the client's emotions, providing a product or service that perfectly matches the desired purpose (need) and solves the problem (want). It is essential to provide products and services that match the objectives (needs) and solve the problems (wants).

Hidden Opportunity # 4

Hidden Opportunity # 4

Some of your most loyal clients don't want to work with you.

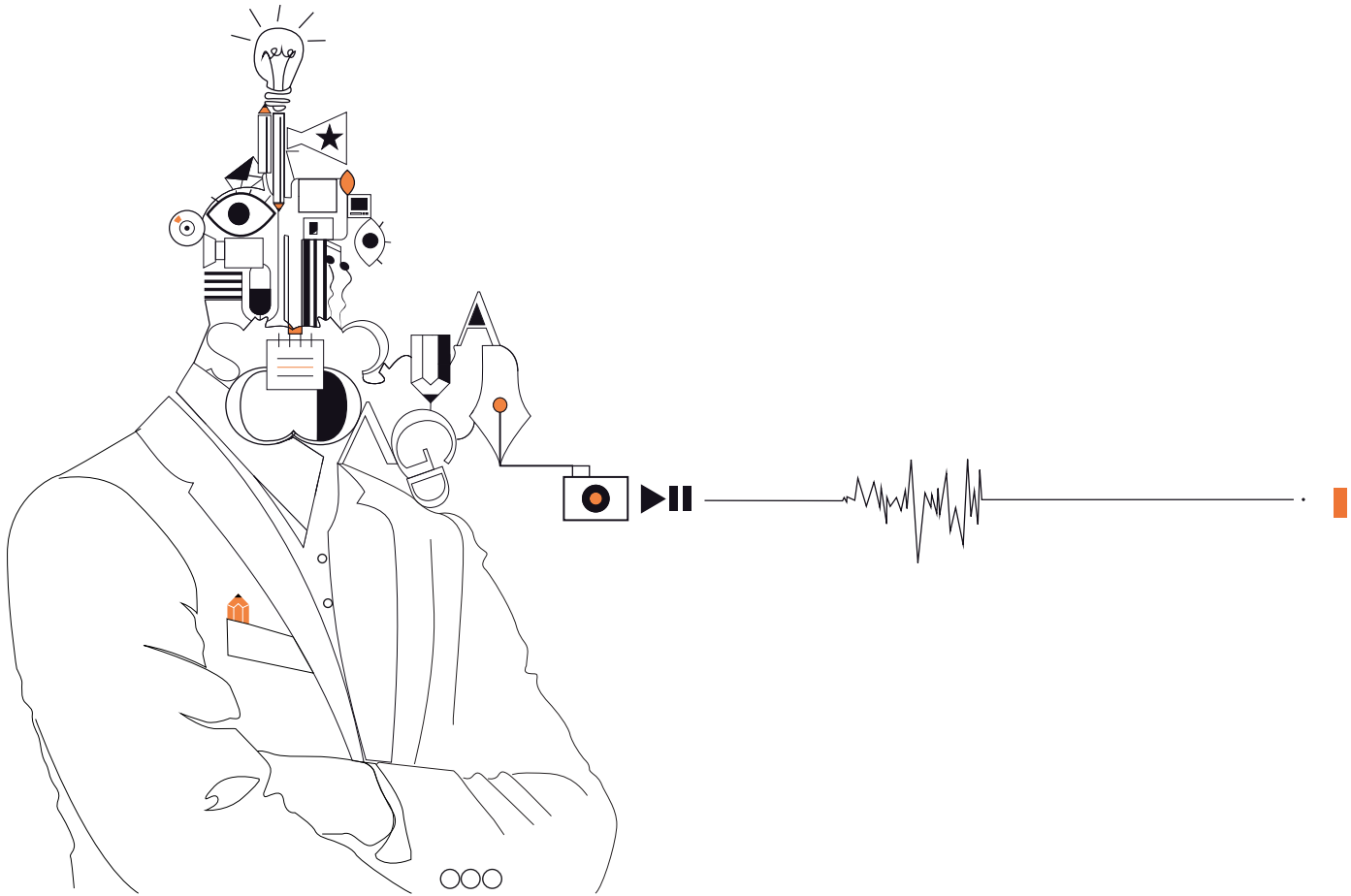
Just because they have been with you for a long time does not necessarily mean enthusiasm. Some long-time clients feel tied to an unsatisfying relationship. A sense of obligation, inertia, or the hassle of finding a new vendor is what holds these customers back. These relationships require a lot of maintenance and generally produce only low profits.

How to Capitalize

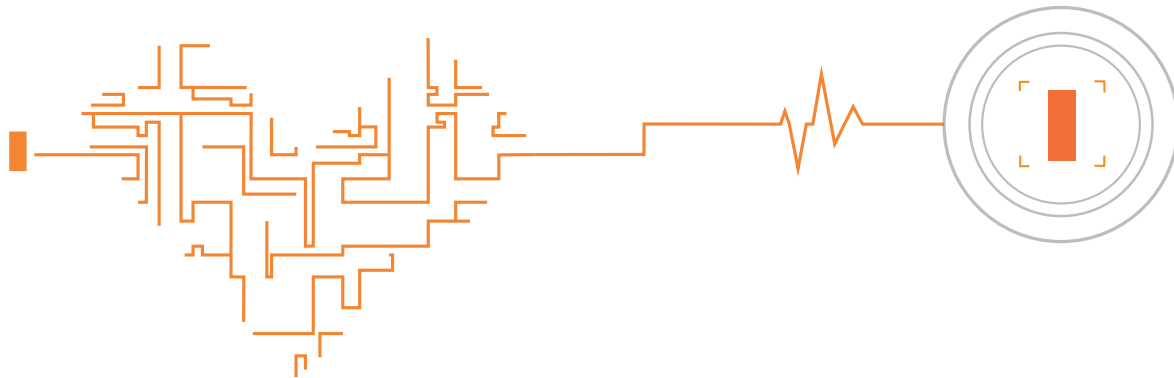
Get an outside party to ask questions. This is because a dissatisfied customer may not want to tell you.

Even if they do, it will be challenging to get the real story out of them.

Unhappy customers may be afraid of making the situation worse or not want to be confrontational. Once you understand the problem, you can either fix it or find a less painful way to end the relationship.



A company can survive without branding. But branding isn't about "survival/surviving". it's about "thrive-al/ thriving"-building brands for the future- creating a lasting emotional connection with customers that fuels reputation and growth for years to come, Branding is an asset that companies need to take good care of It.



The Answer

Does building your brand help build your professional services firm? Without question, brand building is critical to building a successful firm with a premium valuation. Indeed, it is hard to conceive of how you could build a prosperous firm without attending to the central elements of brand building. By understanding the process and approaching it systematically, you will maximize your potential to achieve a commanding competitive advantage.

Who we are

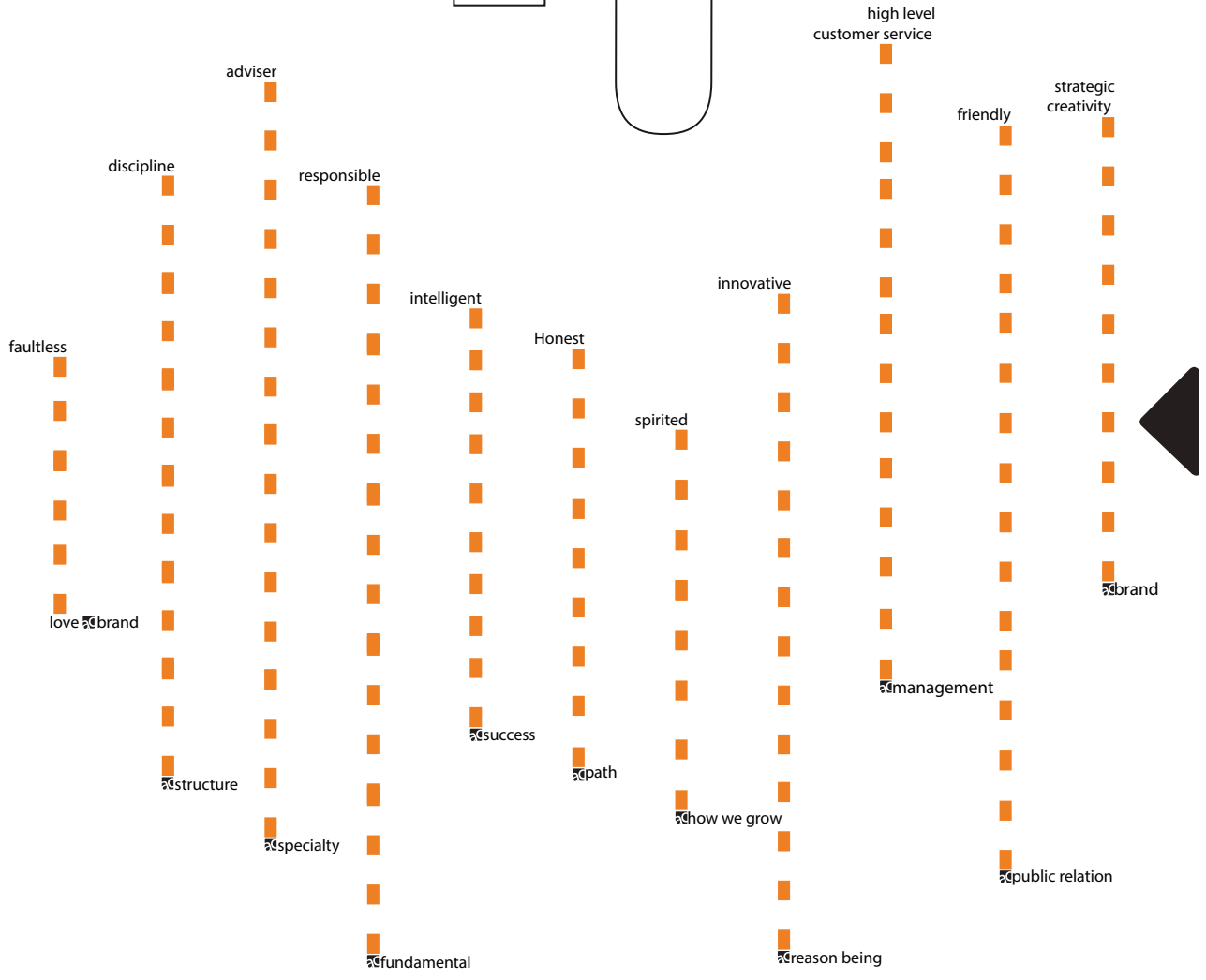
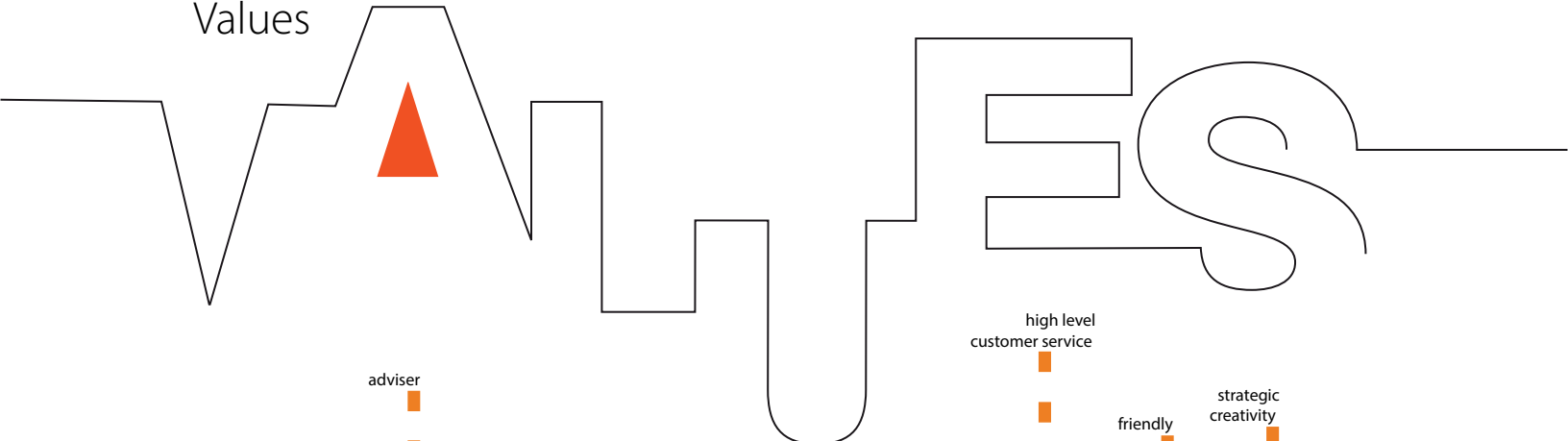
We have assisted many companies, SMEs . small , medium & enterprise With years of experience, a wealth of knowledge, and a unique branding methodology,

We can answer all aspects of your business and needs with a broad range of disciplines and a client-oriented approach. We also help with branding, market research, brand strategy, essence and promise, creative design, marketing strategy and planning, advertising strategy, and international campaigns.

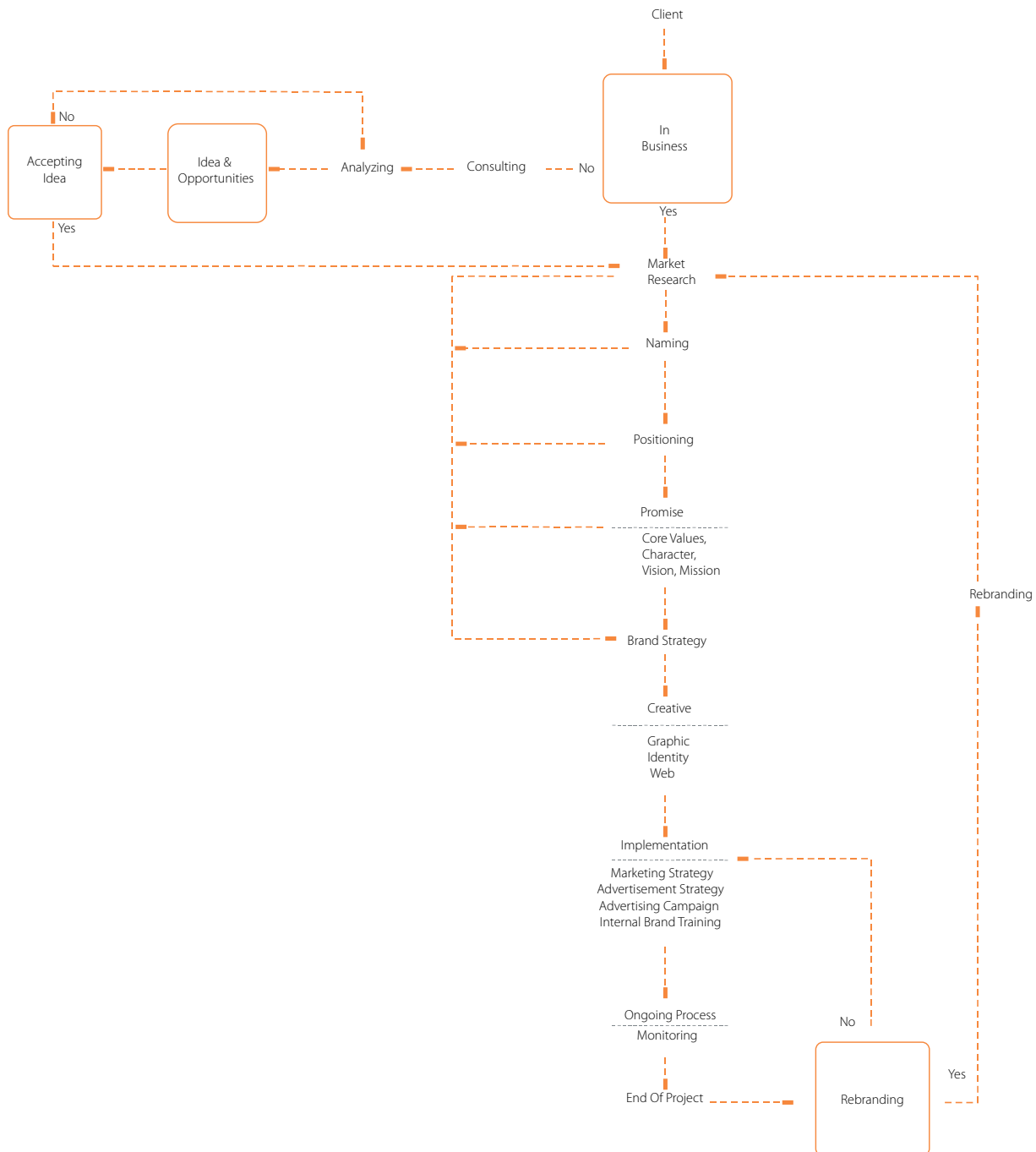
We are committed to maximizing business performance by bringing together top talent with a unique co-creation culture and a high level of expertise to cross the boundaries between you and us and become a true partner in creating the future together.

Organic Chart





absolutecreative
Workflow





absolutecreative Success Stories

There are Five success stories samples in service and product branding of small, large enterprise corporations and personal branding we have done at absolute creative.

BUYATB

Start Up / Branding Online Business



The Achievement >

We took a unique approach to research, analysis, and study, focusing on brand building, brand strategy, and web strategy alignment for online marketplace businesses and e-commerce website platforms, providing comprehensive management support including B2B and B2C front-end and back-end. As a result, BUYATAB offered complete management support, including B2B and B2C front-end and back-end.

The Challenge >

As a result, BUYATAB invested \$100,000 and was able to sell 50% of half of the company two years later for \$2 million. And today, Buyatab has transformed from a restaurant gift card to an e-gift card solution for Air Canada, Wholefoods, Fairmount, Roots, Cineplex, Walmart, and more.

BUYATAB was a great company even before we supported them. Still, to grow their business even more than before, we helped them with comprehensive brand building, brand strategy, and web strategy.

BUYATB

Start Up / Branding
Online Business



The Solution



The project focused on building the brand of the online marketplace business and e-commerce website platform in front-end and back-end issues and aligning the brand strategy with the web strategy.

The naming and symbol represent the joy of finding the perfect restaurant gift card from a seemingly endless list of restaurants. The color scheme and typeface represent modern, elegant, joyful, convenient, friendly, easy, and fast. The font conveys the company's seriousness, while the name directly implies the nature of the business.



The ability to properly communicate the brand story to consumers is also critical to the growth of a business. It tells the customer the "story" (narrative) of the company's products and services. Suppose the target audience can relate to the story. In that case, they will also connect to its other products, services, and management philosophy and are more likely to become repeat customers and fans of the products, services, and the company itself.

DOTIN

Software
Banking Solutions/
Products And Service
Branding



The Achievement >

When Dotin came to us for help, they had 120 employees. However, based on their brand strategy, we were able to help them realize their brand value through a new identity, naming, rebranding, brand architecture, brand strategy, identity design, advertising, interior/exterior design, internal branding, and human resource development.

As a result of our comprehensive support for efficiency improvement, employees have increased to 900 in three years. And they were rewarded from the European banking assertion and won the biggest banking project with an investment of 1 million dollars.

The Challenge >

They have been working with the young generation and professionals to develop enterprise banking solutions and sell them at high prices. On the other hand, they wanted more senior professional employees to expand their business and provide high-end products and services.

The Solution



Interior design based on brand strategy can help employees and managers feel comfortable in their work environment, remove unnecessary stress from the workplace, and achieve a healthy lifestyle both physically and mentally. Therefore, based on the concepts derived from the planning and branding strategy, we created an environment where employees feel comfortable and can maximize their effectiveness, resulting in high employee satisfaction.

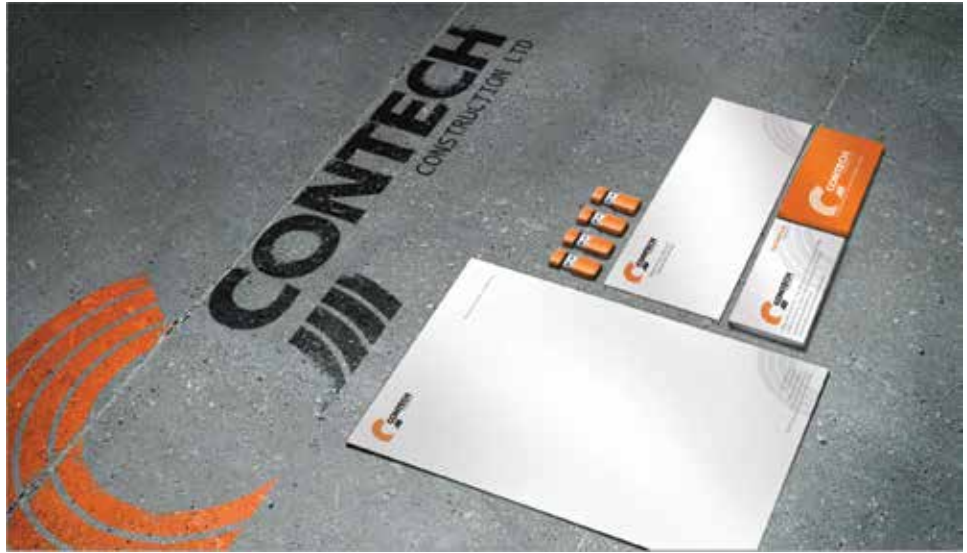
Incorporating the philosophy, brand identity, worldview, and brand colors into the most appropriate design is essential. This time, the Dotin character was designed based on an oak tree. A brand story is like a narrative. It should touch the audience's heart, have hidden marketing and advertising points, and speak of value and creativity. The symbolism of this tree is characterized by knowledge and wisdom, love and devotion, strength, longevity, and spiritual and material improvement. We decided to match the symbolism of the oak tree with Dotin's corporate culture and make the oak tree the character of the company.

We kept the interior as simple as possible, with a minimalist design where each part has multiple functions. In addition, after thorough research, we found that many employees wanted plants and other greenery in their offices, so we placed plants throughout the building. We imagined that by greening the office, we would meet the needs of the employees and improve the atmosphere of the building and make it easier for them to work by reducing stress, improving their sense of well-being, and alleviating visual fatigue, and cleaning the air. Conference rooms can be a battlefield in a company, so we created a small garden in the middle of the conference room to relax and concentrate.

DOTIN



Contech Construction



The Achievement >

When Contech Construction asked me to revamp their branding, I did the branding, website, and brand design. As a result, with the proper marketing and their exceptional experience, track record, and expertise, we now offer a wide range of services, from multi-million dollar industrial concrete work to high-end architectural glulam material installation to commercial restaurant framing. And when he came to us, he was making \$400,000; now, he is making over \$8 million. We have succeeded in generating about 20 times more results.

The Challenge >

Contech Construction Revenue was \$400,000 when they came to us. However, they wanted to grow further and came to us for help.



The Solution



To correctly understand the client's brand story, concept, and message and visually communicate it, we incorporated the verbalized philosophy and brand identity into the best design.

We designed a logo that expressed the character of the company/brand, the colors used, the worldview, and the look and feel of the brand. We designed a logo that expresses the character of the company/brand, the colors used, and the worldview. Each element of the logo has its meaning. The circle represents "integrity," "activity," and "motivation," the strong font represents "professionalism," and the orange and black accents represent "strength," "exceptional experience," and "knowledge. Finally, we created the slogan "Building Clarity, Concrete, and Confidence" and proposed to maximize the client's identity.

Shefik Ladha

Personal Branding



The Achievement >

Shafik Ladha has sold 170-200 properties every year since the rebranding we did. And we have received several prestigious awards, including 8 RE/MAX Diamond Awards, the Greater Vancouver Real Estate Board's Presidents Club, Medallion Club, and RE/MAX Top 100. In addition, he has been named to the top 1% of all REALTORS® by the Greater Vancouver Real Estate Board.

The Challenge >

A real estate consultant with over 19 years of experience, Shafik wanted to rebrand himself. He is a very powerful, energetic, positive, and friendly real estate agent. Shafik had to change his brand identity without compromising his current reputation and image, making it a challenging project. We were chosen to execute this challenging rebrand development.

Shafik Ladha

Personal Branding



The Solution



At the start of the project, we envisioned challenging the client's mind. We wanted to help the client better understand their business details, gain a better vision and understanding, and create the best possible identity. We decided that the first thing we needed to do was change Shafik's photo and replace it with a group photo. Since the impression of a profile picture can make or break a business, how it is taken can have a massive impact on its future growth. Shafik's business has grown significantly since its inception, and his image had to represent that success. Sales Specialist. To convey Shafik's professionalism, personality, and industry experience, the creative team used the psychological, physiological, and physical properties of colors and shapes to design an expressive, vibrant, and energetic photo logo. Consistency in all Shafik's marketing materials makes Shafik a healthy and memorable brand.

MR.NATURAL

Dairy Products



The Achievement >

Mr.Natural was a small dairy company, but through brand hygiene and marketing strategies, they matched the market's needs with the client's offerings, looking for the Value Proposition that would allow them to shine the brightest and become a producer of organic dairy products. As a result, they were able to gain significant market share.

The Challenge >

Mr. Natural was a family farmer who produced traditional dairy products under no brand. They wanted to expand their business by opening a retail store to sell directly to consumers.

MR.NATURAL

Dairy Products



The Solution



First, we organized a brand workshop to understand the company and sway their minds. In doing so, they saw that there were good opportunities. They fundamentally changed their thinking about branding, including what branding challenges prevented them from going down the same path for brand development.

Accurately identifying market trends, such as potential and the competitive environment, is the key to discovering market opportunities. We used our methods to survey, analyze, and study our clients to find better market opportunities for organic products. We then matched the market opportunity with the client's product offering and focused our marketing efforts on the market's needs. And, we also provided various other services to our clients, including advertising, branding, and product photography.

The brand story portrays the farmer, an old, confident, happy, and trusted man in the city. By combining this character with the logo and color scheme, the creative team achieved excellent image positioning, contributing significantly to the client's growth. We also incorporated the color green, which is associated with the image of nature and signifies peace, healing, calmness, health, security, and safety.

ALTON

Home Appliances
Manufacturing



The Achievement >

When Alton came to us, they were experiencing cash flow problems and were in financial crisis. We assisted them with rebranding, brand strategy, brand awareness, marketing strategy, sales, cash flow, advertising strategy, the interior design of commercial facilities based on the brand strategy, branding, marketing, and advertising. As a result, sales increased in two years. As a result, sales tripled in two years, we solved the cash flow problems, and brand awareness among the target audience reached the highest level. And we succeeded in increasing sales to the point that it now takes three months to deliver a product after receiving an order.

The Challenge >

For more than 30 years, Alton was a family-owned business that manufactured quality products such as stoves, hoods, microwaves, and ovens. For more than 30 years, Alton was a family-owned business that manufactured quality products such as stoves, hoods, microwaves, and ovens. However, the company was struggling; its ROI (return on investment) was low, facing cash flow problems.

ALTON

Home Appliances
Manufacturing



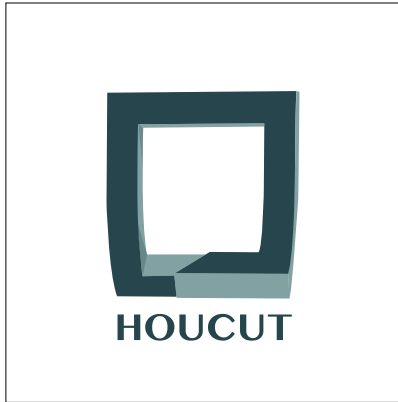
The Solution



The first thing we did was to hold a brand workshop. So, using our methods, we surveyed and analyzed the customers and the company to understand the values, culture, lifestyle, and demographic society of the target customers and their products, services, brands, market position, messages, targets, and images. As a result of deepening our awareness and understanding of the client, we were able to identify brand value, factories, human resources, and various other difficulties and challenges. On the one hand, we prioritized the problems that needed to be solved one by one and carried out the project. Next, we cut unnecessary costs identified through research and analysis and focused our budget on the essentials: product design, showrooms, brand stores, and direct marketing. By eliminating waste and investing the money generated therein in the right places, the company could run its business efficiently. As a result, we raised the brand awareness to the highest level among the target audience and saved the client from a business crisis.

absolutecreative

Work Experience & Challenges



Psychology Online Platform
 Branding
 Naming
 Web Design and Platform Development
 Marketing / Digital Marketing
 Advertising

Digital Banking
 Brand Identity



Construction Company
 Brand Identity
 Web Design Development



Startup Ecommerce
 Branding
 Marketing
 Advertising



Startup Online APP
 Branding
 Marketing
 Advertising



Core Banking Software Company
 Brand Strategy / Identity
 Naming
 Character Design
 Architecture & Interior Design
 Marketing Strategy
 Advertising
 Implementation and Training

Talent Agency
Brand identity
Web Design Development



Realtor Personal Branding
Brand Identity
Slogan
Photography
Marketing
Advertising



Reinforcing Steel Fabricator
Brand Identity
Web Design Development
Commercial Industrial Photography

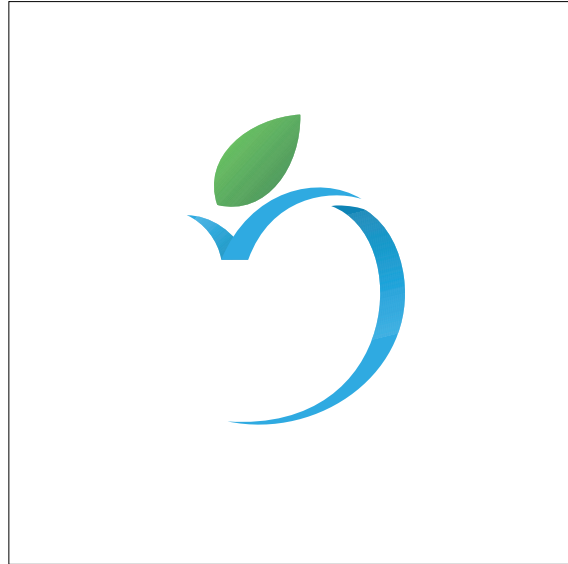


Mail, Data, Printing
Brand identity
Web Design Development

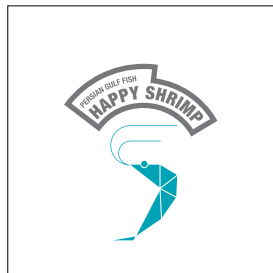


Home Appliances Manufacturer
Brand Strategy /identity
Naming
Character Design
Architecture & Interior Design
Brand shop Design
Marketing Strategy
Advertising
Implementation and Training

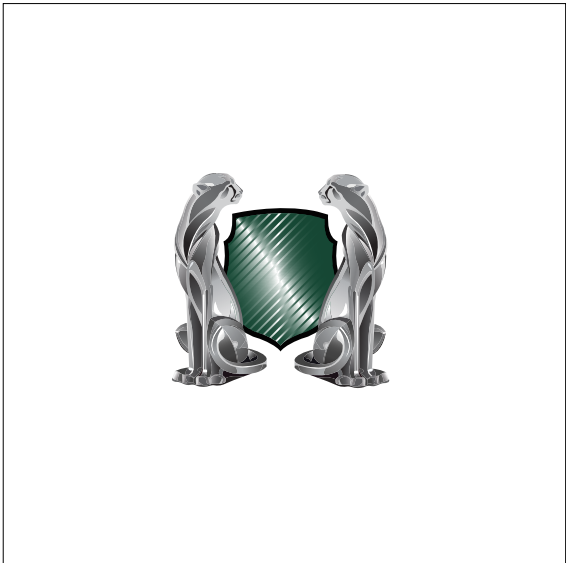
Marriott Hotel
Restaurant
Brand Identity



Healthcare Inspection
Brand Strategy /identity
Interior Design



Seafood Producer
Brand Strategy /identity
Marketing Strategy
Advertising



Shopping Mall
Feasibility Study
Brand Strategy /identity
Naming
Architecture
Marketing Strategy

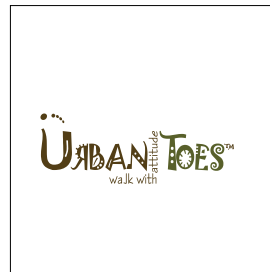
Marketing Company
Brand Identity



Seafood
Brand Identity
Naming
Web Design Development



Shoe Product
Brand Identity
Web Design Development



Carpet online shopping
Brand Identity
Web Design Development



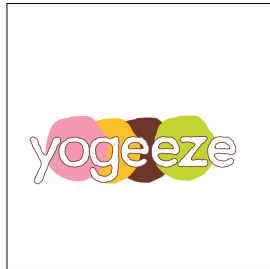
Dairy Products
Brand Strategy /identity
Naming
Character Design
Package Design
Marketing Strategy
Advertising

Dental Lab
Brand Identity
Web Design Development



Manufacturing
Brand Identity
Web Design Development

Restaurant
Brand Identity



Ice Cream Shop
Brand Identity



Startup E-commerce
Brand Identity
Web Design Development

Tourism
Brand Identity
Naming



Heating and Air
Brand Identity
Web Design Development

Dentists
Brand Identity



Insurance Agency
Brand Identity
Web Design Development



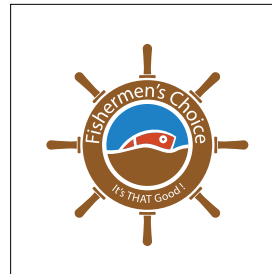
Plumbing , Heating and Air
Brand Identity
Web Design Development

Business Consulting
Brand Identity
Web Design Development



Home Constructions/builders
Brand Identity
Web Design Development

Healthcare Management
Brand Identity
Web Design Development



Fishing Company
Brand Identity



Web-based Language
Brand Strategy /identity
Marketing Strategy
Advertising

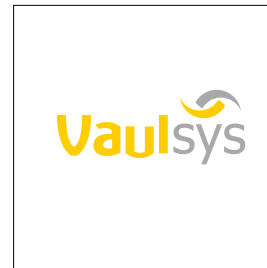
Jewelry Designer
Brand Identity



Real Estate Agencies
Brand Identity



Banking Software
Brand Identity
Naming



Tourism University
Brand Identity
Naming

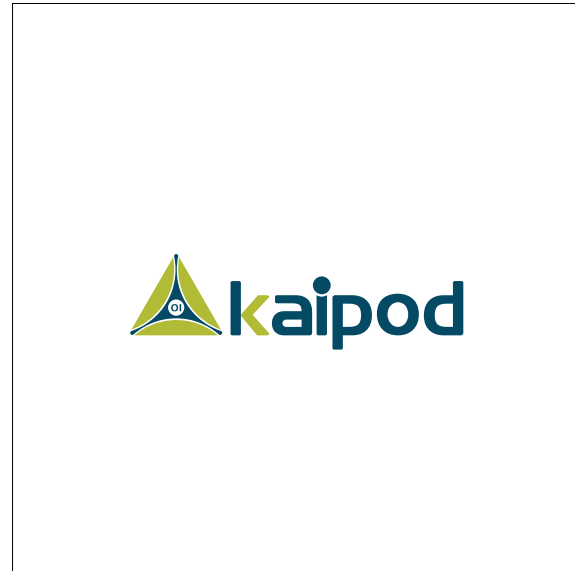
Artist
Brand Identity
Web Design Development



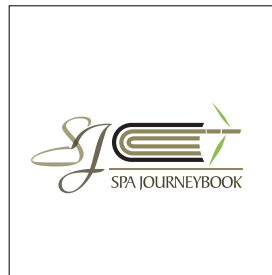
Energy Drink Beverage
Brand Identity
Web Design Development
Photography



Internet Security
Brand Strategy /identity
Naming
Character Design
Interior Design
Marketing Strategy
Advertising
Implementation and Training



Spa Journey Booklet
Brand Identity
Web Design Development



Food
Brand Identity
Web Design Development



Law Firm / Personal Branding
Brand Identity
Web Design Development
Photography



Online Platform
Branding



Realtor Personal Branding
Brand Identity
Photography

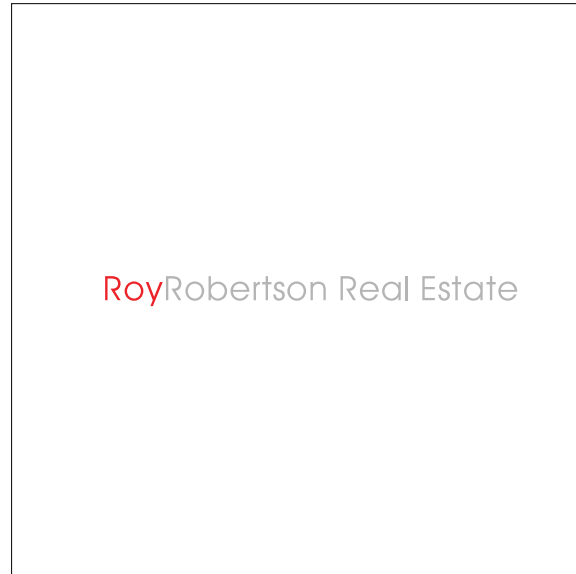


Realtor Personal Branding
Brand Identity
Photography



Realtor Personal Branding
Brand Identity
Photography

Management Consultant
Brand Identity



Realtor Personal Branding
Brand Identity
Photography

Law Firm
Brand Identity
Web Design Development



Law Firm
Brand Identity
Web Design Development



Investment
Brand Identity

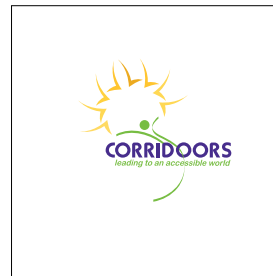
3D Artist
Brand Identity



Yoga
Brand Identity
Web Design Development



Non-Profit Organizations
Brand Identity



Towing Services
Brand Identity



Food
Brand Identity

Personal Branding
Brand Identity



Journal
Brand Identity



Spa
Brand Identity



WESTERN
INVESTMENT FUNDS

Investment
Brand Identity



Repair
Brand Identity



walk-in clinic
Brand Identity



Architecture Company
Brand Identity
Web Design Development

Manufacturing
Brand identity



Food
Brand Identity



Cleaning Company
Brand Strategy /identity
Naming
Character Design
Marketing Strategy
Advertising

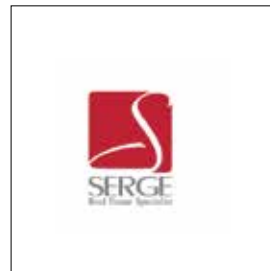
Telecommunication
Brand Identity



Transportation
Brand Identity
Web Design Development



Realtor Personal Branding
Brand Identity
Photography

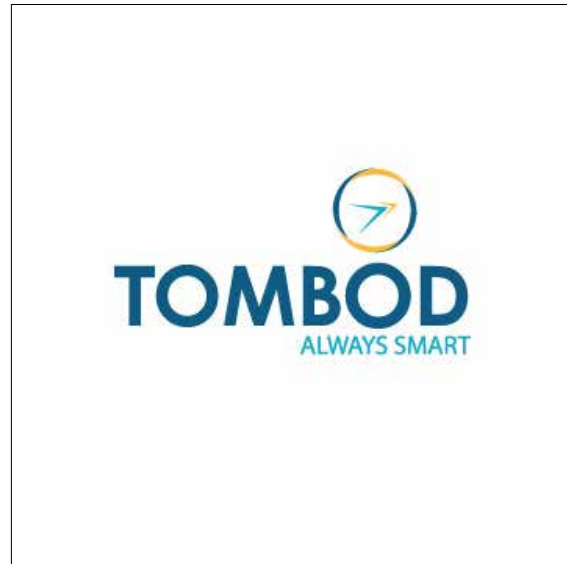


Law Firm
Brand Identity
Web Design Development



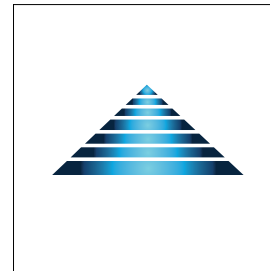
Personal Branding
Brand Identity
Web Design Development
Photography

Realtor Personal Branding
Brand Identity
Photography



Fire Extinguisher Safety
Brand Identity

Manufacturing
Brand identity



Consulting
Brand Identity
Web Design Development



Electrical Engineering
Brand identity
Web Design Development

Our services

- > Branding
- > Marketing
- > Advertising
- > Brand Visual Identity Design
- > Architecture & Interior Design
- > Digital Marketing
- > Web Development
- > Research & Analysis
- > Photography

For free information on growing your business and how absolutecreative can help you, please get in touch with us at:

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Get Branded. Be Remembered.

This booklet is designed to help businesses understand the process of building a brand and how it affects their company's growth. Whether you are just starting out or already in business, this booklet will teach you the secrets to building a thriving company and gaining a sustainable competitive edge in the marketplace.