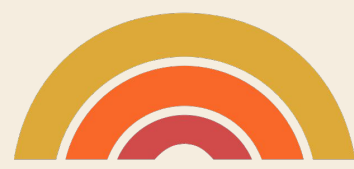




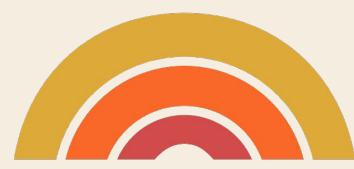
THE CHALLENGE





86% of consumers say that
authenticity is a key factor
when deciding what brands
they like and support

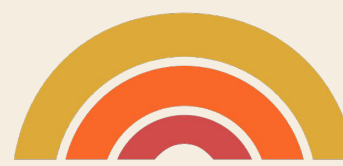




Symptoms of an inauthentic or unidentifiable brand

- You haven't honed your brand story
- Your brand isn't rooted in something bigger than yourselves
- Your brand looks and sounds like everyone else
- You've built customers but lack a community or following
- Your brand promise is unclear – or inconsistent at best

Let's make sure you have a memorable and ownable brand!



Introducing

The Brand Workshop

Starting at \$20k

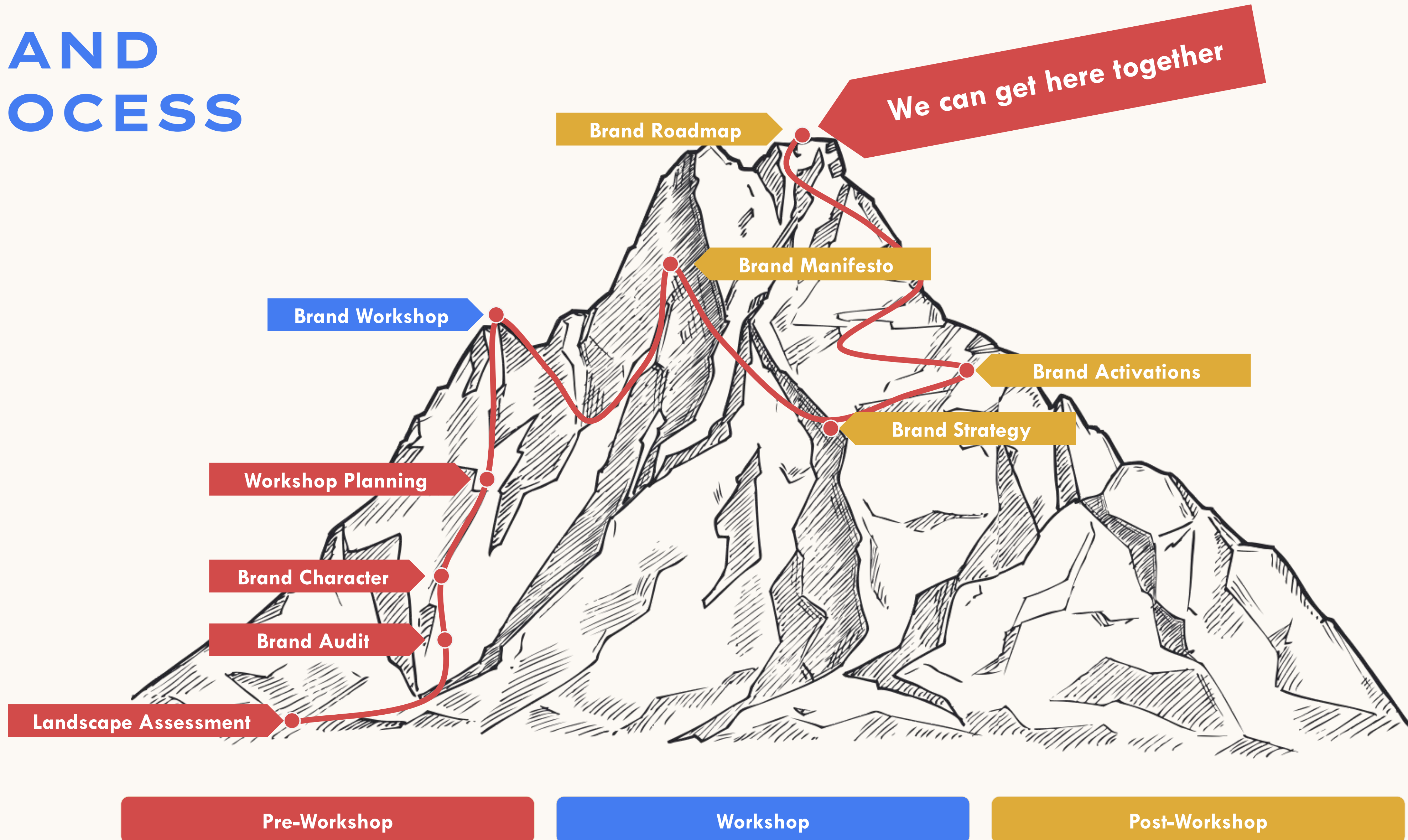


A 2 week sprint designed to
hone your story, your brand
promise, and create an ownable
identity

OUR BRAND PROCESS



BRAND PROCESS



PRE-WORKSHOP

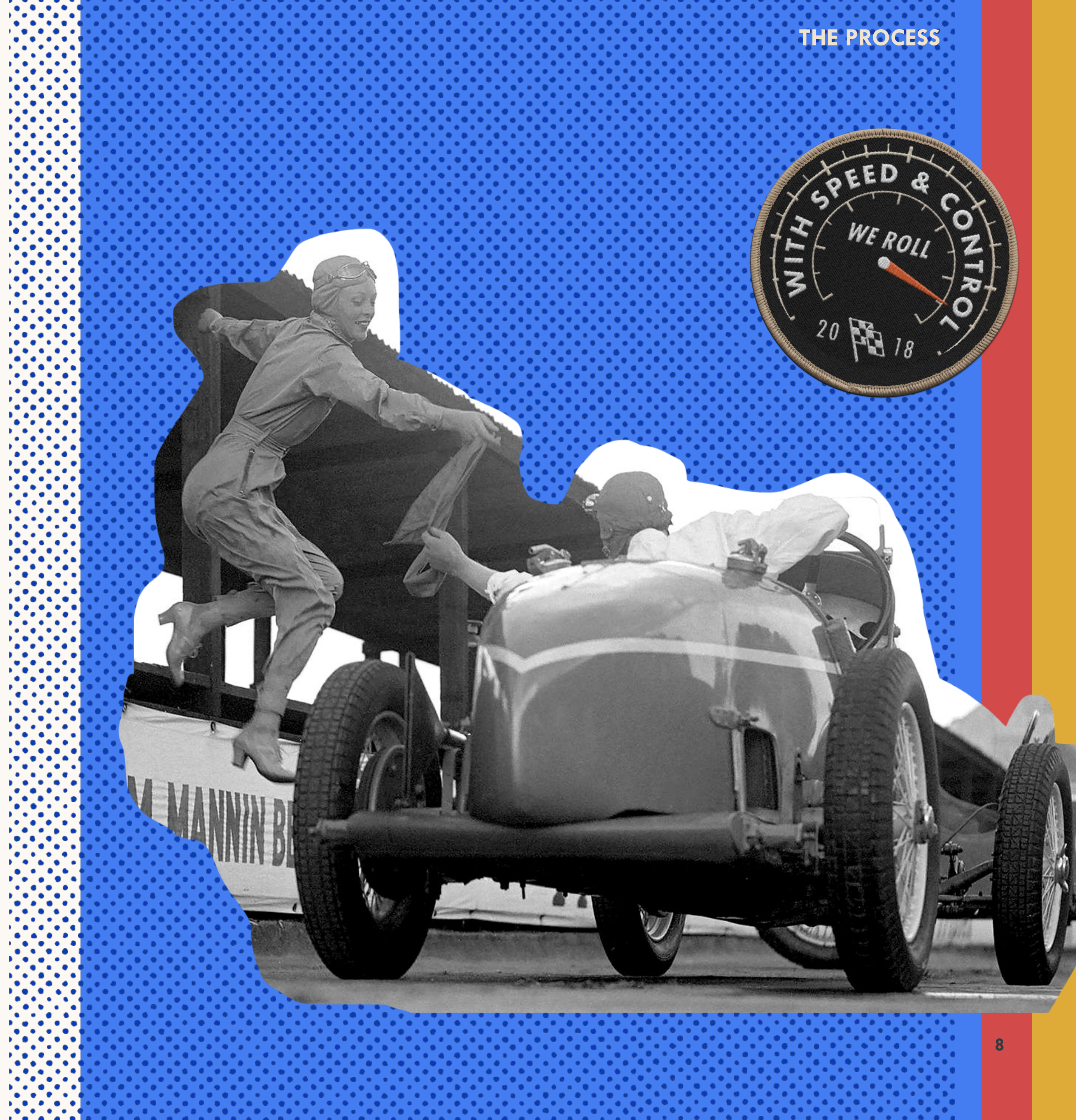
LANDSCAPE ASSESSMENT

We'll identify market trends, competitive strategies, and opportunities for your brand to stand out.

BRAND AUDIT

We'll use our auditing checklist to identify key areas of brand development, from story to promise to ownability and impact.

Deliverable: Landscape Assessment and Brand Audit (PDF)



WORKSHOP

Together, we'll generate creative ideas, key strategies, and sample activations that will help your brand better connect with customers and truly stand out.

Deliverable: InVision Board



POST- WORKSHOP

BRAND STRATEGY GUIDE

Here's where we'll prioritize and hone the ideas that surfaced in a workshop. Post-Workshop, our team will deliver a **brand manifesto** (your story and promise), a **brand strategy** (key strategies to make your brand more meaningful, memorable, and ownable), with **sample activations** showing how these efforts might come to life.

BRAND ROADMAP

We'll also recommend essential tactical next steps or Jobs to be Done for your brand building journey.

Deliverables: Brand Strategy Guide and Brand Roadmap PDF



ASSUMPTIONS

- Client understands that this engagement is meant to augment your current Brand Guidelines work and does not include a Visual Identity refresh. While a brand refresh might be on the horizon, that would require an incremental scope of work from Jumpsuit.
- Client will give Jumpsuit access to current brand guidelines, brand strategies or stories, top three competitors, and any other resources that will help us better understand your story and preferences.
- Key stakeholders will be available to make decisions and participate at before, during, and after the workshop.



GETTING STARTED

- **Secure your budget.** **Brand Workshops start at 20k.** Customizations are optional at an incremental cost.
- **Schedule a free consultation.** Let's make sure our workshop is best option for the problem you're trying to solve. From there, we will align on the scope of work, timing, and costs.
- **Finalize the SOW.** Once signed, we'll schedule a time to officially kick off the project and secure a workshop date.

Ready to build a truly distinct, memorable, and meaningful brand? Let's sprint!

