



**BRANDACY**

**BRINGING A FRESH PRESPECTIVE**

**We create and build brands for start-ups and scale-ups  
-businesses with an ambition to become the best in  
their class.**

## **BRANDING FOR CHANGE MAKING STARTUPS**

What if you could work with a creative agency that played an active role in your business? How would that make things different?

An agency with a results-driven team, specially put together because of their strengths for your project. A team dedicated to helping you to scale your business.

Creating outstanding design and marketing solutions by empowering you with all the resources at our disposal.

Success would be all but inevitable.



**BRANDACY**

# BIG STRATEGIES FOR SMALL BUSINESSES

Brandacy brings affordable and result - oriented branding solutions to small businesses while helping them to gain reputation in market by redefining their identity.





## BRANDACY - PURPOSE -BUILT FOR STARTUPS

### AFFORDABLE

We've made Brandacy as lean as possible to price ourselves 50% below the agency market rate. So you pay for quality work; not lunch meetings and office expenses.

### RESULTS -ORIENTED

Forget vanity metrics like number of press clippings or twitter followers. We focus on goals that will change your business and choose the optimal approach to get there..

### JUST LIKE YOU

We're a startup ourselves so we know the challenges you're facing. Your time is limited so we keep communication and reporting clear and concise.





# OUR SERVICES

## BRAND STRATEGY



We listen learn & research to better understand your business, target market and competitors. Together, we define your focus, identity and unique values. We create a clear path for your brand and your unmistakable purpose of contrast.

## BRAND IDENTITY



We create your brand identity with an emotional connection. The best brands are easy engaging and difficult to ignore . We create distinctive brand identity systems that have the power to drive genuine associations with their target audience.

## BRAND COMMUNICATION



Our key strategy can convey significant and inspiring thoughts that stand apart from the noise. We aim to deliver visually stunning communications that engage your audience and grow your business. We define your core values and unique brand personality.

# BRAND STRATEGY



We bring simplicity to complexity - distilling goals and values into brands that are relevant and inspiring, for customers and staff.

Through a brand workshop, a series of interactive sessions, research and thorough understanding of your business, we work with you to define your business strategy -developing a set of tools, brand values, brand purpose and personality traits that drive everything from your brand identity, communication, digital presence and even your social presence.

We look at how your organization is established - and how a carefully considered brand architecture can help your business units, products and subsidiaries better communicate to create a presence that works towards the common goals of the group.

- \* **Brand Purpose**
- \* **Brand Positioning**
- \* **Brand Promise**
- \* **Brand Values**



# BRAND IDENTITY

- \* Brand Naming
- \* Brand Logo
- \* Tagline
- \* Brand Colours
- \* Typograpy

Unlocking your brand identity opens more doors than you can imagine. From design that results in a memorable logo that your organization or business can proudly get behind, to a visual language that captures your brand pesonality through a set of visual tools, your visual identity is how your audience perceive, understand and recognize your brand, no matter the channel - from corporate stationery and communications, to digital applications.

A thorough understanding of the market in which you exist combined with a robust brand strategy forms the foundation for a brand identity is differentiated, relatable and believable.





# BRAND COMMUNICATION

- \* Web Design
- \* Ad Campaigns
- \* Digital Marketing

Advertising and communication is about bonding: building meaningful relationships with customers, suppliers and employees. This is what makes a business more desirable to work with and buy from.

We deliver advertising and communication strategies that set your brand apart from the competitors, and we craft memorable advertising campaigns that help deliver your business and marketing objectives.



# OUR PROCESS

Once we've had our introductory phone call, we'll ask you to fill out a brief template. It's a document that allows you to give us a comprehensive background story, provide reference of likes and dislikes as iron out a list of deliverables for the project.

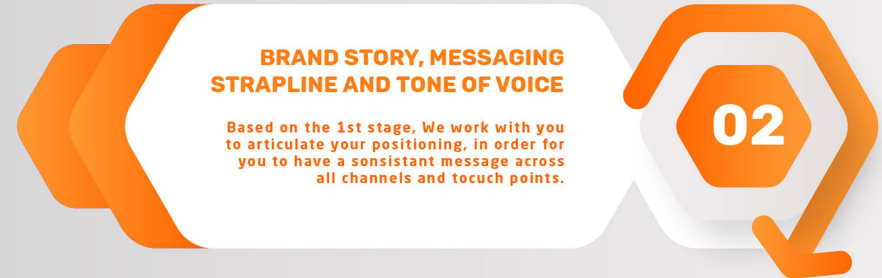
(i.e. physical assets you'd like to have done by the end)

**WE'LL SEND YOU A PROPOSAL AND THEN, DEPENDING ON YOUR NEEDS, THE STAGES TO FOLLOW ARE:**



## RESEARCH, MARKET SEGMENTATION, TARGETING AND POSITIONING

You may think you know who your target customer is, but what does the data say? We help you identify just the right way to present your brand to maximise initial market share.



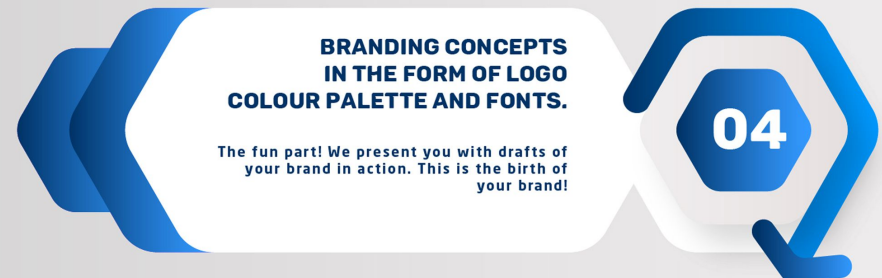
## BRAND STORY, MESSAGING STRAPLINE AND TONE OF VOICE

Based on the 1st stage, We work with you to articulate your positioning, in order for you to have a consistent message across all channels and touch points.



## MOODBOARDS AND NARROWING OF DESIGN FOCUS.

We put together visual representations of the direction your brand could take from a design perspective. It forms a design roadmap that we agree on together before any concepts are introduced.



## BRANDING CONCEPTS IN THE FORM OF LOGO COLOUR PALETTE AND FONTS.

The fun part! We present you with drafts of your brand in action. This is the birth of your brand!



**05**

**BRAND FINALIZATION**

We agree on a route and finesse it until it's just right

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**07**

**ROLL-OUT ON PRINT AND DIGITAL DELIVERABLES.**

Your mark and branding is applied to any and all required stationery, social media etc. Depending on requirements, we would also at this point start design on either packaging and/or a website.

The diagram consists of a large blue hexagon on the left containing the number '07'. To its right is a white rounded rectangle with a blue border. Inside this rectangle, the text 'ROLL-OUT ON PRINT AND DIGITAL DELIVERABLES.' is written in bold blue capital letters. Below this, a paragraph of text explains that the branding is applied to stationery, social media, etc., and that design work for packaging and/or a website begins at this stage. The entire graphic is set against a light gray background.

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**Our experience with both bigger brands and smaller ones,mean we are perfectly placed to advise every step of the way so get in touch, we're keen to hear what you have planned !**

## STARTUP, START RIGHT







## **BRANDACY INDIA**

**413/715-A, 7th Floor, Spencer Plaza  
Mount Road, Chennai -02**

**Phone : 044 2850 5043**

**Fax : 044 2850 5010**

**Email : [info@brandacy.in](mailto:info@brandacy.in)  
website : [www.brandacy.in](http://www.brandacy.in)**