

Gohan
STRATEGY

Brand Fundamentals

Welcome to our Brand Strategy Services

PACKAGE 01

The goal of this service is to provide you with a **Brand Summary Document, that educates the company culture, sales pitch, advertising, design and all future endeavors.**

SECTION 01

Introduction

What Brand Strategy is and what it is not.

SECTION 02

Challenges

Common business challenges for companies like yours and how to overcome them.

SECTION 03

Solutions

A clear “how to” guide for building a strong brand foundation to educate your future efforts and investments.

SECTION 04

Process

Timelines, Approach, and Pricing: An overview of our weekly cycle.

SECTION 05

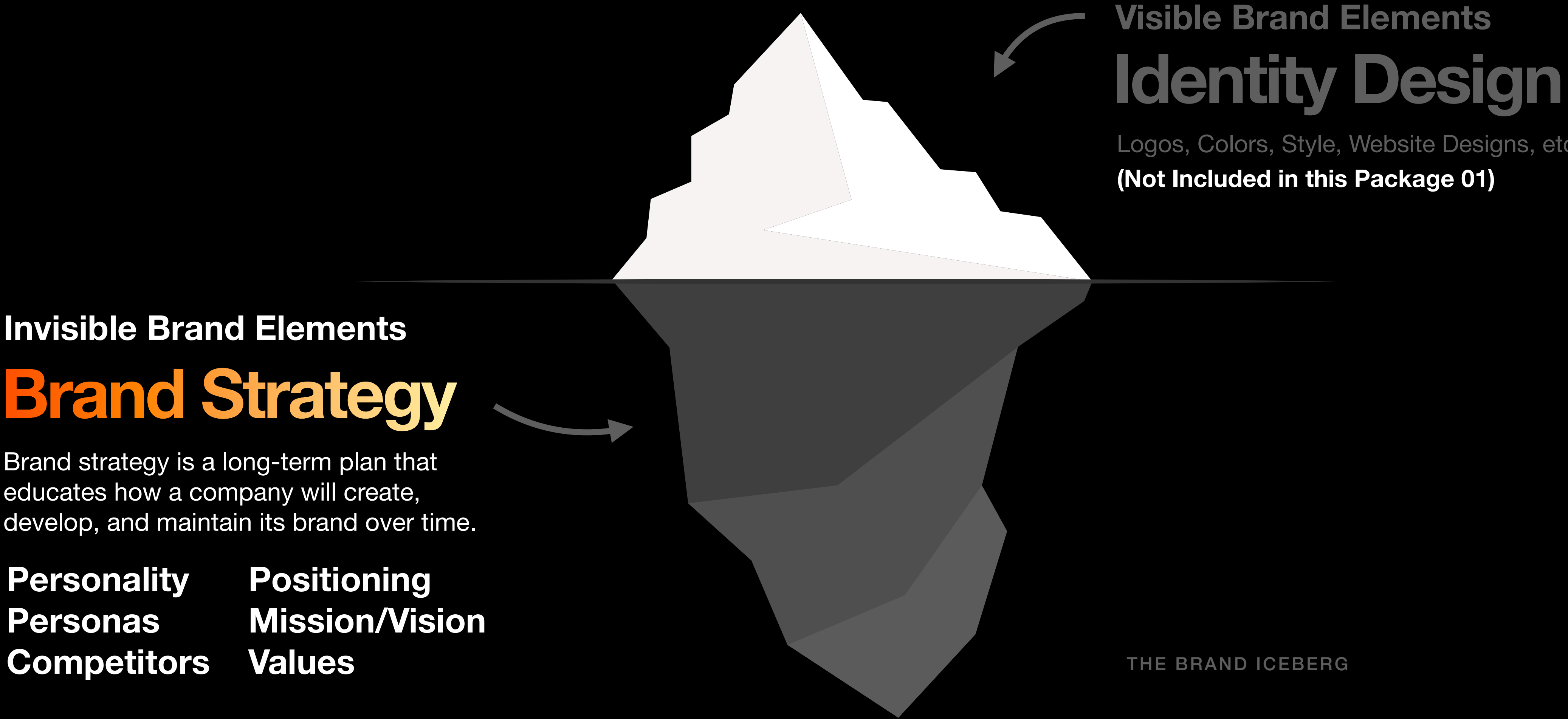
Deliverables

A clear list of deliverables included in this package and optional add-ons.

SECTION 06

Next Steps

Onboarding, Project Kickoff, what you can prepare now, and more.



Invisible Brand Elements

Brand Strategy

Brand strategy is a long-term plan that educates how a company will create, develop, and maintain its brand over time.

- | | |
|--------------------|-----------------------|
| Personality | Positioning |
| Personas | Mission/Vision |
| Competitors | Values |

Visible Brand Elements
Identity Design
Logos, Colors, Style, Website Designs, etc
(Not Included in this Package 01)

THE BRAND ICEBERG

Sounds familiar?

Addressing common challenges:

Do you feel like your team lacks alignment on company goals and purpose?
(why do we exist)

Does your team have several different answers of what your company actually does?

Do you need to write new briefs from scratch every time you talk to partners or new clients?

Do your active marketing & PR campaigns feel more like a guessing game?

A well executed brand strategy document will help you...

MARKETING EFFECTIVENESS

Cutting out the guesswork, target your marketing efforts properly, and start working strategically.

CONSISTENCY

Create consistency in your organization and convert your team to authentic brand advocates.

CULTURE

Build the foundation for a strong and beloved culture, to hire and retain great talents.

CUSTOMERS

Attract and retain customers with consistent and “on brand” communication, building brand loyalty by winning hearts and minds.

Project Summary	Project Fee: 10K USD	Onboarding: 3-5 Days	Project Timeline: 5 Days
-----------------	----------------------	----------------------	--------------------------

Timeline

BREAKDOWN

Mon, Tue & Wed:
Workshop (3 hrs each)

Thursday:
Research & Review

Friday:
Handover meeting

Workshop

BREAKDOWN

Live Consulting

100% Digital

Conducted via Zoom

Digital Whiteboard

Tool

Exercises

WORKSHOP TOPICS

Positioning Statement

Mission Statement

Audience Personas

Core Values

Brand Personality

Competitors Overview

Deliverables

INCLUSIONS

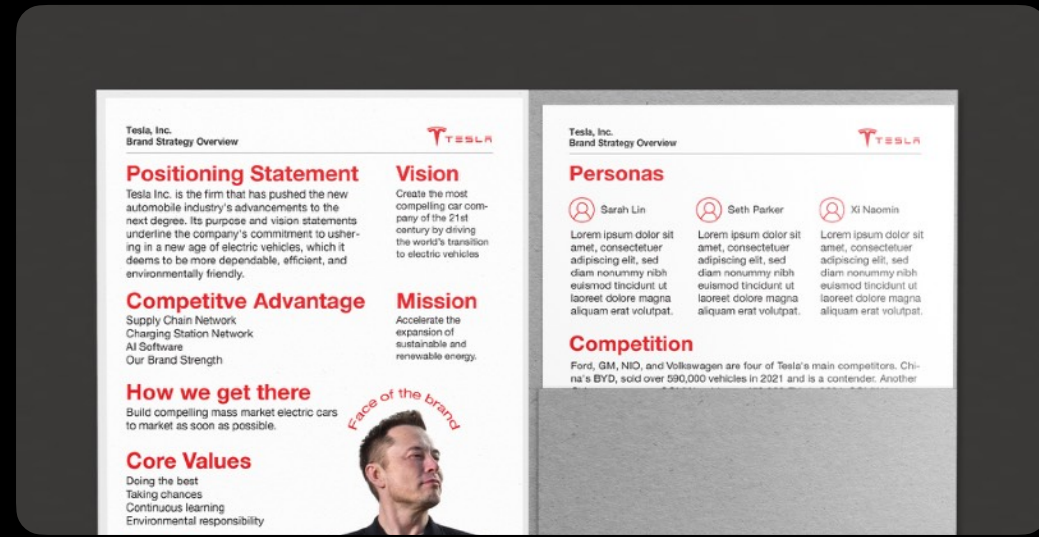
Brand Summary Page

Brand Workbook

Executive Summary

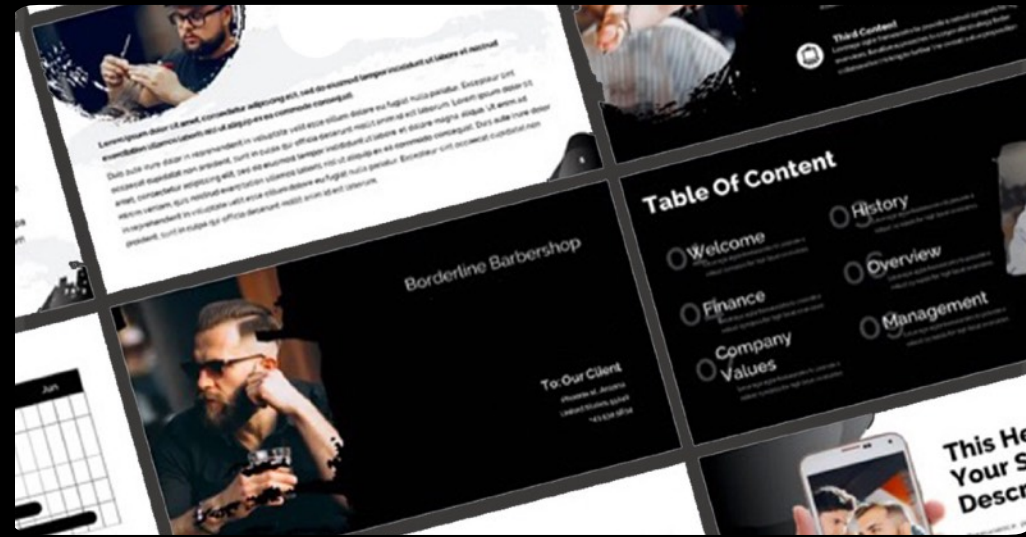
Workshop Exports

Workshop Recordings



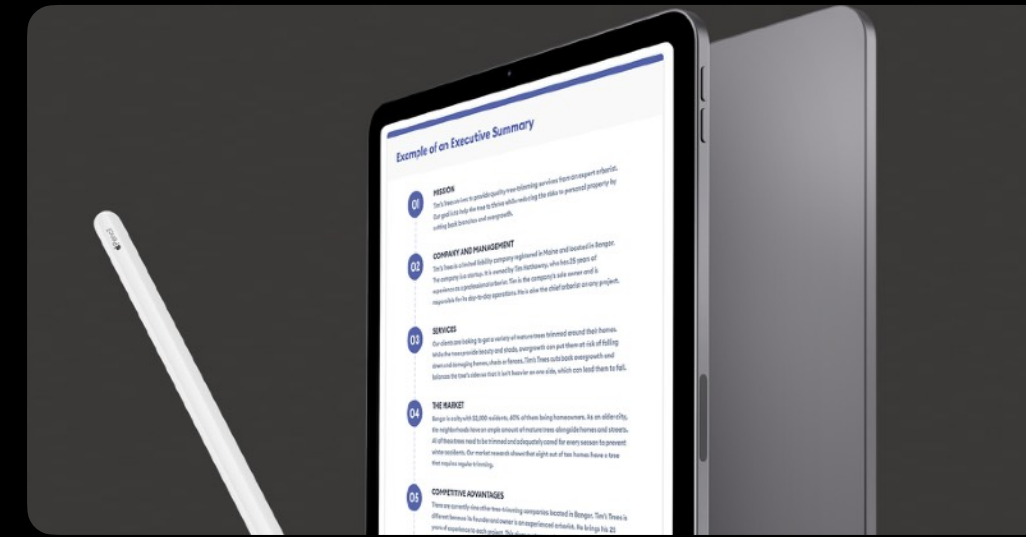
Brand Summary One-Pager

A concise, value packed one-page summary designed to guide you through the brand launch.



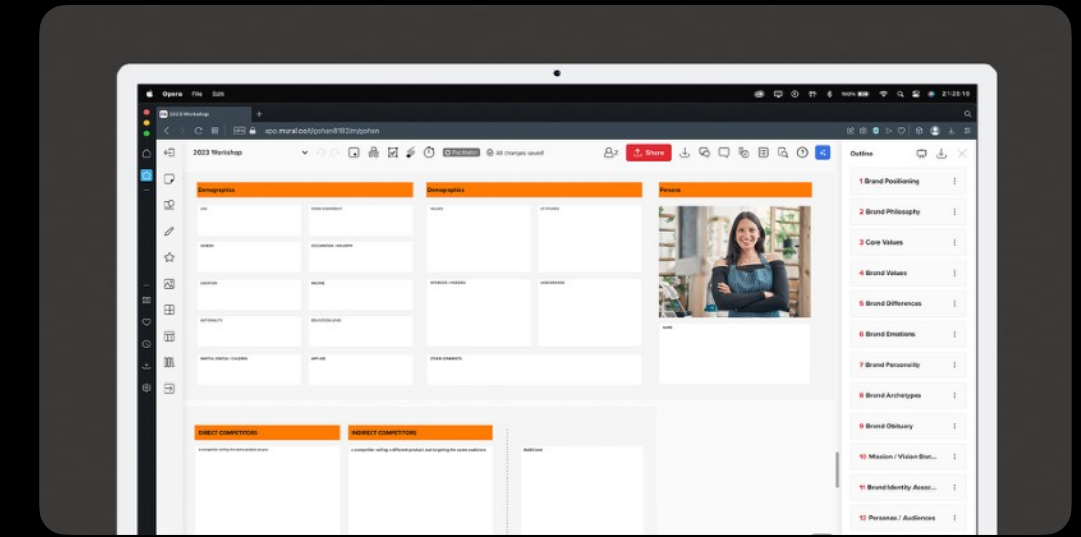
Brand Workbook

All outcomes and ideas that resulted during the week, organized into a presentation format.



Executive Summary

An executive memo from our strategist to complement the Brand Summary and Brand Workbook.



Workshop Exports

The digital workshop board and recordings from each session will be exported.

Brand Fundamentals | Package 01



Perfect Brand
Launch
Foundation



Mission / Vision



Live Workshop & Consultation

Clarity



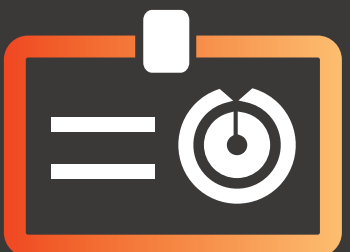
Customer
Personas

5 Days

Project Timeline



Brand Strategy Package



Competitors
Overview



Create
Consistency

10K

USD Project Cost



Brand
Summary Page



Positioning
Statement



100% Digital



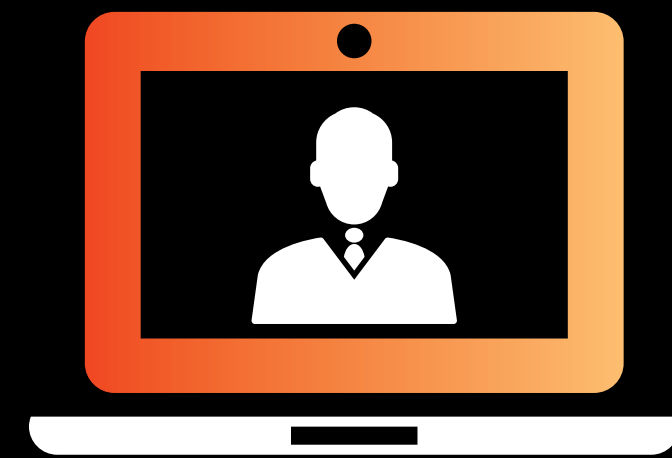
5-Day Weekly Sprint



Proven Strategy



Core Values



Book Your Registration Call

Thank You.

3791 Jalan Bukit Merah
#05-23 E-Centre Redhill,
Singapore 159471

www.gohanstrategy.com
info@goanstrategy.com
+63 917 508 9252

Testimonials:

- [Clutch](#)
[Sortlist](#)
[Hubspot](#)
- [Google](#)
[Top Digital](#)
[TDA](#)

Awards & Partners

- [Top B2B Company 2022](#)
[Top Philippines Agency 2021](#)
[Best Branding Agency 2019](#)
[Best Tech Solutions 2021](#)

Social Media:

- [Linkedin](#)
[Facebook](#)
[Instagram](#)
- [Youtube](#)
[Podcast](#)

