

Brand Shop.

Want to make your brand stand out?

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Brand Shop.

Brand Shop is open

This is the Ware Anthony Rust Brand Shop. Thanks for popping in. To tempt you today we have a surprisingly affordable, yet beautifully tailored way to take a closer look at your brand. To deliver marketing strategy that fights well above its weight.

Here's what some Brand Shoppers have to say:

‘The workshop was the catalyst behind our successful re-branding’

Jonathan Younger, *Marketing Director, Hewitsons*

‘It was an excellent way to refocus on our brand – and it has helped us re-energise our communications’

Sue Wilson, *Director of Marketing, The Perse School*

‘We are benefiting from their sound marketing advice and creative flair’

Jim Lawrence, *Programme Development Manager, BirdLife International*

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Try an option on for size

Option 1

This is our basic entry-level Brand Shop service. At an initial meeting our team will interrogate you (nicely, no shouting or naked light bulbs, honest) on your offering, values, objectives and competitors. Then we'd develop a brand hierarchy of attributes, values and essence for you and report back. Safely in your bag you'll have a clearly defined and expressed brand, which you can use to refine your marketing communications.

Option 2

This is a more detailed collaborative process during which we develop a Brand Ego for you. At the first meeting, we'll discuss your organisation, products and values. Then we conduct additional research, examining competitors and reality checking claims. The findings go into the mix for a half-day workshop involving your key stakeholders and facilitated by us. We then develop your Brand Ego, complete with appropriate creative expression. You're good to go.

Option 3

This is the Brand Shop option most suitable if you have multiple stakeholders, or a complex brand positioning. Following an initial briefing meeting with your project owners, infused with a good helping of competitor research, we'll organise a full day workshop using a specialist facilitator. The workshop typically has two parts: one focused on the organisation itself (internal looking) and the other an external, future focused brand exercise typically using a screenplay mechanic. (Imagine all the fun of creating a movie script while nailing your brand issues at the same time!) We follow up with a comprehensive document and singing and dancing presentation. The content forms the basis of a Brand Ego which refines your brand personality and recommends a fresh and differentiating creative expression.

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Proceed to checkout!

Please speak to a member of your account management team or contact:

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