

# Studio Fizzy Branding Process

To create an aesthetic and functional branding project, we follow our proven process to ensure that the final marketing design suits your needs perfectly. Whether big or small, every one of our clients enjoys the same level of passion, enthusiasm and commitment. **We want to make your brand buzz.**

## Needs Analysis Consultation

First, we assess your current marketing and design activities and identify possible weaknesses or marketing activities with untapped potential. This information is typically gathered through a questionnaire or client consultation.

## Tailored Proposal

We then we formulate a comprehensive marketing design brief and proposal based on the information gathered, tailored to increase your profits and sales.

## Industry Research

Once a proposal is accepted, we then move to the research phase, and focus on researching your industry, identifying direct competitor marketing activities, and current design trends related to your project needs. Once all the research is completed, we now have a solid grasp on your business, your industry, and what you desire to achieve with your project.

## Concept Development

With your needs in mind, we can accurately begin the concept stage, entailing the development of your logo and branding design concepts. It is here where our intelligent ideas happen as we endeavour to make our project a vital component to your business's success. This stage makes use of a refinement period, where we reflect on the progression and direction of your project, ensuring what we aim to deliver is exactly what you need to enhance your business image and increase your profits and sales.

## Presentation and Feedback Refinement

Once we are excited and proud by our work on your project, only then will we present our options to you. We then gain your honest feedback on those options and make any necessary refinements. We have found that clients who trust and have confidence in our marketing and design knowledge and experience, often achieve the best results.

## Project Handover w/Management Option

Once you are happy then we are happy. A final presentation now occurs, where handover of project deliverables is conducted. Many clients also prefer our project management option, providing a complete solution to their marketing design, printing, online needs and environmental implementation. This saves you time on management issues, allowing you to focus on what you do best. It provides an extended service, utilising our own project finishing knowledge and access to our trusted supplier's best options. We want you to have the best.

## Success Celebration and Follow up

We are always happy with a successfully run project, however we ensure to follow up on your project progress after it has been implemented, to gain your feedback. You are rewarded for your feedback, and it helps us to establish and strengthen our client relationship with you, the overall success in marketing your brand, and allows us to continually improve our services for future projects when we work together with you.