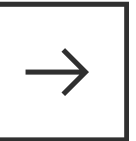




**How we  
develop  
a brand  
strategy  
for your  
brand**

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# Who we are and how we work

**Hi!**

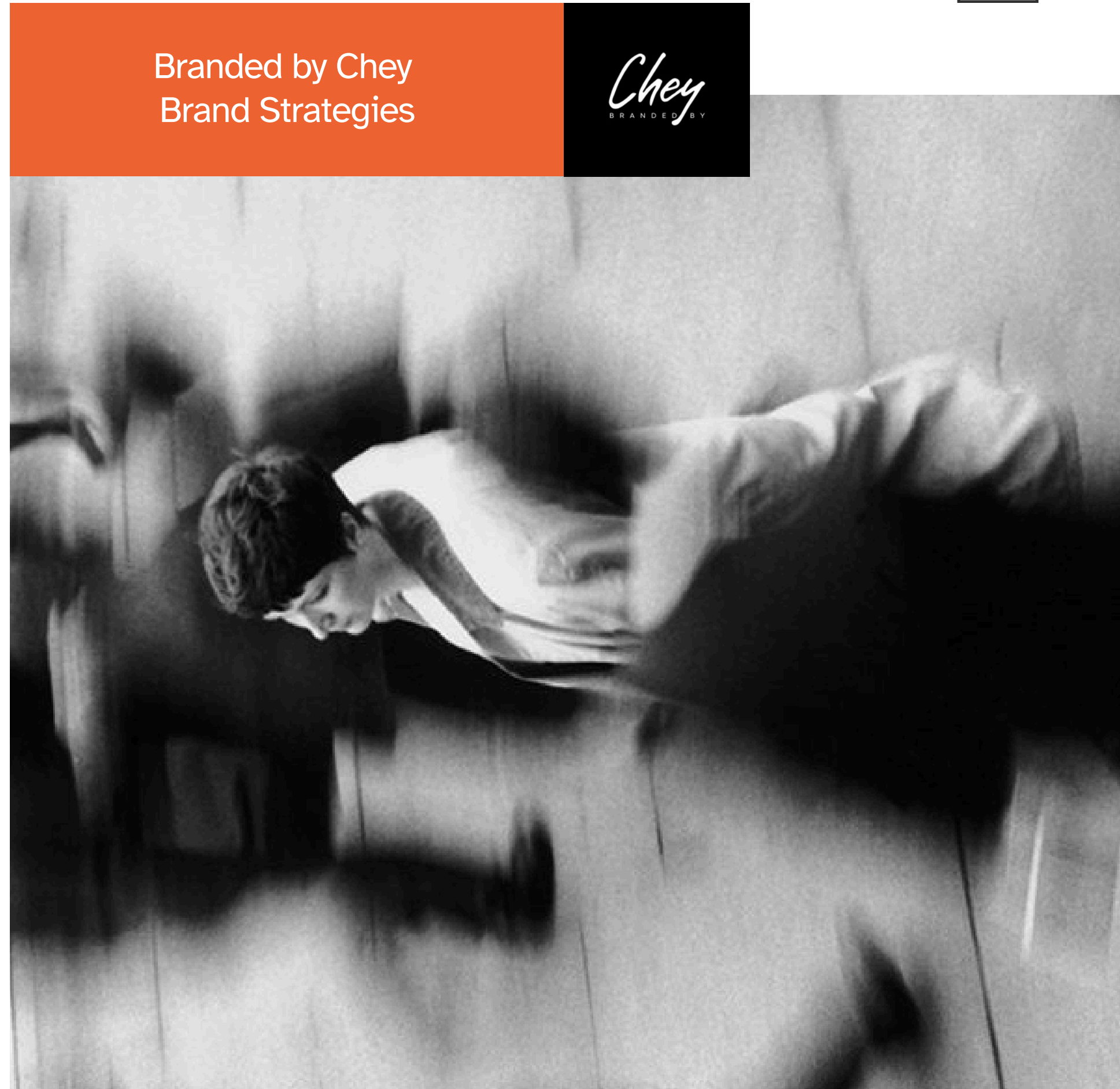
**We are Branded by Chey, we are an international branding agency focussed representing and focussing on fashion, lifestyle, entertainment, and travel brands. We provide all kinds of branding services, including full brand strategies!**

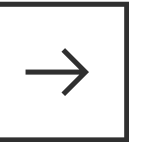
**Let us explain and walk you through how we would develop such a brand strategy for your brand!**

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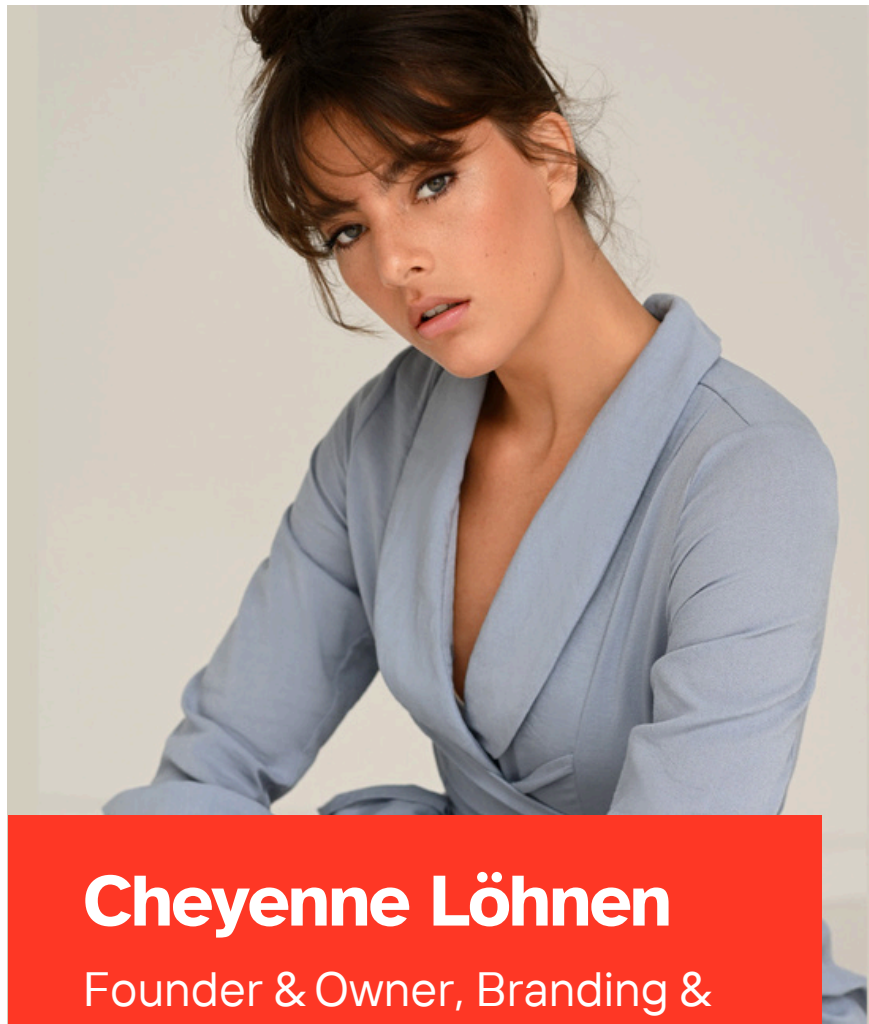
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*Chey*  
BRANDED BY



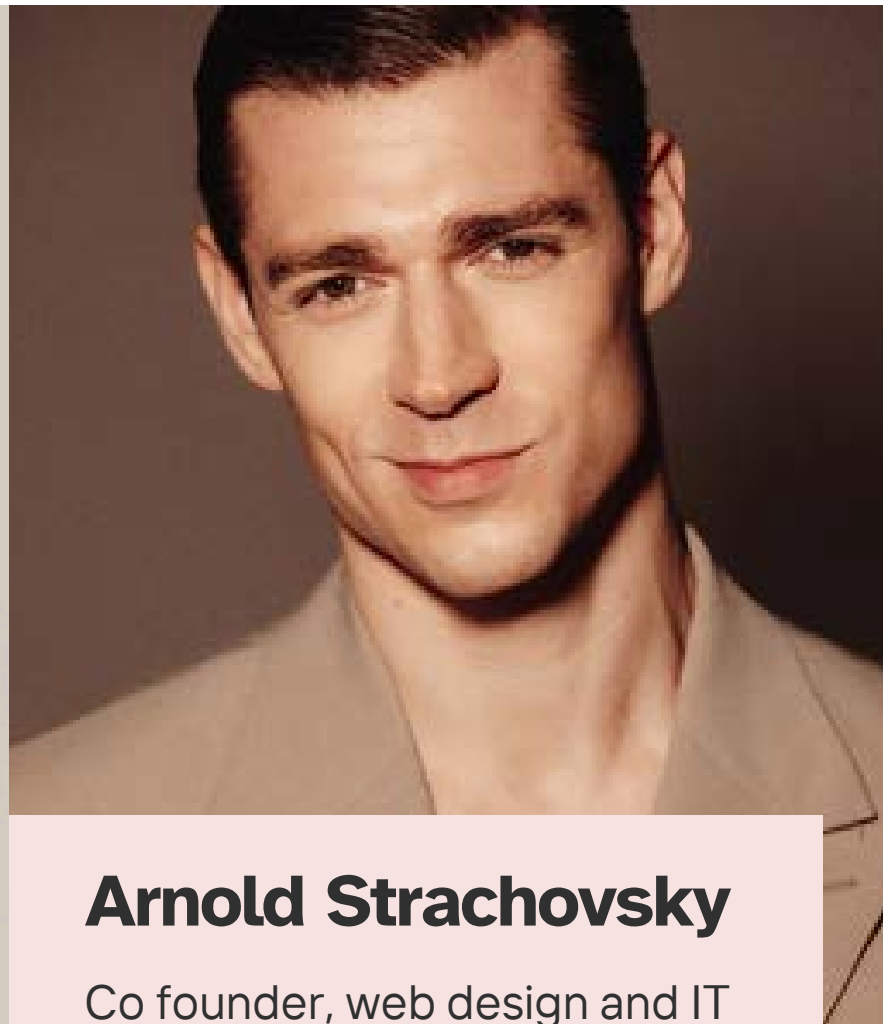


# Meet our team



**Cheyenne Löhnen**

Founder & Owner, Branding & Marketing Specialist



**Arnold Strachovsky**

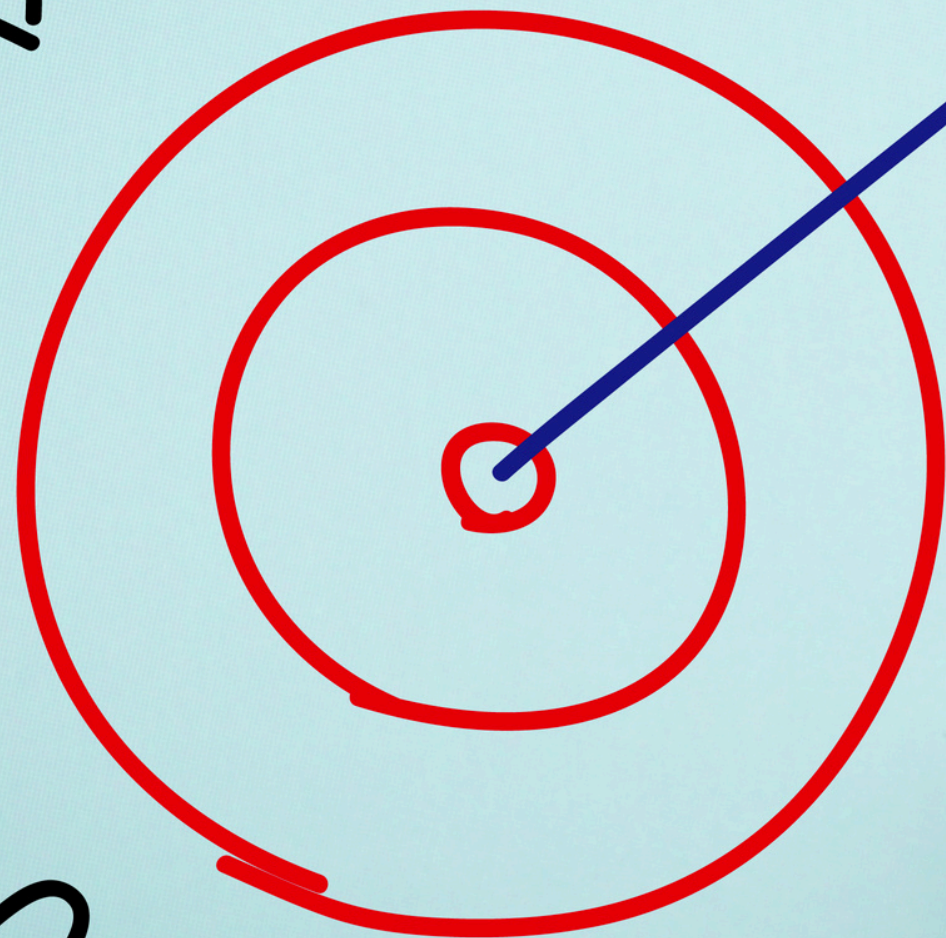
Co founder, web design and IT

**Branded by Chey was founded by marketing and branding specialist Cheyenne Löhnen and by co-founder and IT specialist / web designer Arnold Strachovsky.**

**Together they both handle most of the business but since Branded by Chey is a branding agency they also work with multiple freelancers, from photographers to graphic designers to social media managers, you name it! Everything to get the job done properly and as best as they can!**

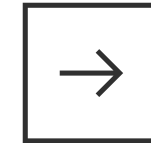


STRATEGY



PLANS

GOALS

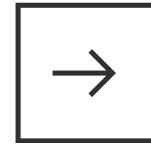


## Why a brand strategy?

A brand strategy is a comprehensive plan that outlines a company's approach to building and sustaining its brand over the long term. This strategy typically includes the brand's values, target audience, messaging, and visual identity. Regardless of size, every business can benefit from developing a brand strategy, as it establishes a strong brand identity, sets it apart from competitors, and fosters brand recognition and loyalty among customers.



# Defining your vision

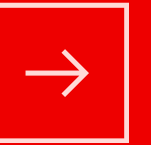


**A vision is about what you aspire to achieve with your brand in the future.**

**Your brands vision should be ambitious, whilst still being realistic, and should align with the company's values and mission. Ultimately, it should guide decision-making and strategy development.**

**Our team will get around the table with you and your team to define what your brands vision exactly is.**

# Defining your mission



**A mission is a concise statement that defines the purpose of your organization , company or brand - what it does, who it serves, and how it does it.**

**Where the company vision is about the future, the brands mission is based on the present, so its's about what our we - the brand - doing now to go to where we want to be and what are we doing in order to get to our vision.**

**Our team will also help you define your brands mission.**







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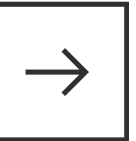


# Defining your target audience

**Defining your target audience is crucial for the success of your business for several reasons. It helps you focus your marketing efforts, knowing this your brand can create relevant content that speaks to this audience, improve product development, and ultimately drive more effective and efficient business growth.**

**Our team will help define your target audience by doing extensive research.**





# Competitive analyses

Analyzing competitors is crucial for several reasons, as it provides insights that can significantly impact your business strategy and success.

We analyze your competitors and figure out what their strengths and weaknesses are. Once we know this we can figure out how to use this information to your brands advantage.

Our team will do extensive research on your competitors and provide a SWOT analysis.

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# Define brand position & USP

By defining and communicating a clear brand position, you create a strong, distinct identity in the market, attract the right customers, and build a loyal, trusting customer base. This foundation is essential for sustainable growth and long-term success.

- **Unique Selling Proposition (USP):** Define what makes your brand unique and why customers should choose you over competitors.
- **Brand Positioning Statement:** Create a concise statement that captures your brand's unique position in the market.

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# Craft & create your brand messaging

Consistent brand messaging is crucial for building trust and credibility, establishing a strong brand identity, and differentiating from competitors. It fosters customer loyalty, improves marketing efficiency, and enhances brand perception. Clear messaging simplifies decision-making, supports brand growth, maximizes campaign impact, and aids in crisis management. Overall, it ensures a cohesive and recognizable brand presence that resonates with customers and drives long-term success.

Our team will collaborate with you to craft a unique brand story, develop key messaging, and create a compelling tagline that perfectly aligns with your brand's identity.



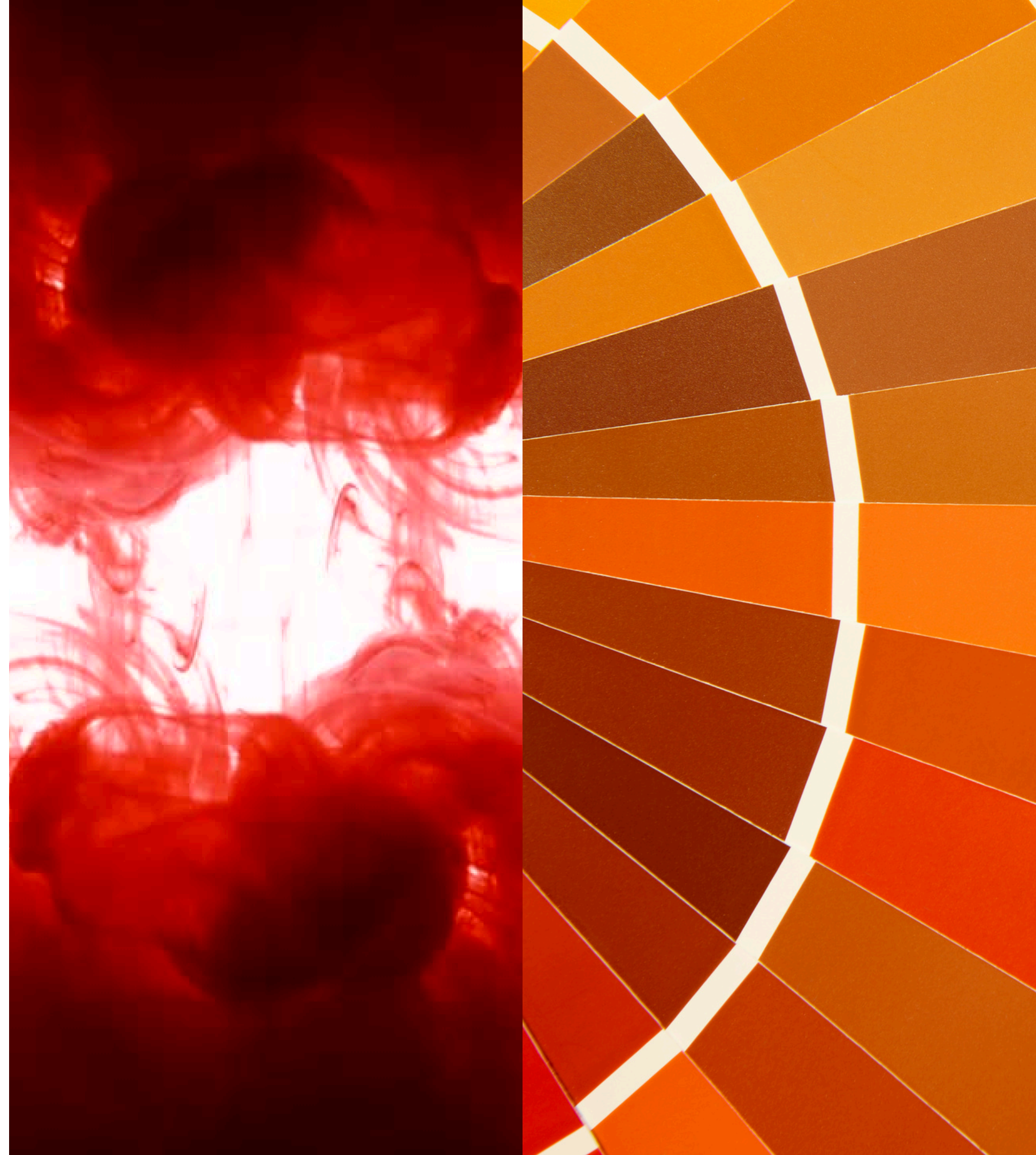
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# Design your brand identity

**Brand identity is essential for setting your brand apart from competitors, building recognition and trust, and creating an emotional connection with customers. It fosters loyalty, enhances marketing effectiveness, and increases perceived value. A strong brand identity supports business growth and aligns internal stakeholders, contributing to long-term success.**

**In collaboration with you we will define and create your logo, your color palette, typography and visual style. We will provide you with a full moodboard and presentation.**

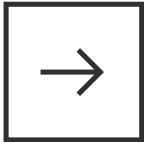
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# Define your brands tone & voice

Defining the correct tone and voice for your brand is crucial as it ensures consistent and clear communication with your audience. A well-defined tone and voice reflect your brand's personality, making it more relatable and memorable. It helps build trust and emotional connections with customers, fostering loyalty. Moreover, it distinguishes your brand from competitors and reinforces your brand identity across all touchpoints.

We will help you determine which overall style of communication is best for your brand and will intergrate this in the brand messaging.

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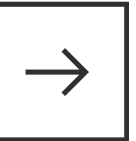
# Create a brand experience

**A strong brand experience ensures every customer interaction is positive and consistent.**

**We will focus and determine the following elements:**

- **Customer Journey Mapping:** Map the customer journey from awareness to loyalty to ensure a cohesive and satisfying experience.
- **Touchpoints:** Identify and manage all customer interactions (website, social media, packaging, customer service) to consistently reflect your brand's values.





# Develop a marketing plan and a content strategy

A marketing plan and content strategy are vital for business success. A marketing plan provides a clear roadmap, outlining goals, target audiences, and tactics, ensuring all efforts are aligned and efficient. A content strategy ensures that all content is purposeful, engaging, and consistent with your brand's voice and values. Together, they drive brand awareness, attract and retain customers, and achieve business objectives systematically and effectively.

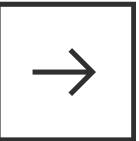
**Our team will develop this for your brand.**

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# We keep track of KPI's and adjust the strategy if necessary

- **Brand Metrics:** Monitor KPIs like brand awareness, loyalty, and engagement.
- **Feedback:** Gather and analyze customer feedback for improvement.
- **Adaptation:** Stay flexible to adjust brand strategy based on market dynamics, opportunities, or internal changes.

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# **We will make sure the key considerations of your brand will always stay consistent!**

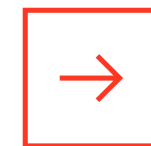
**The key considerations:**

- **Consistency:** Ensure that all brand elements are consistent across all channels and touchpoints.
- **Authenticity:** Stay true to your brand's mission, vision, and values.
- **Differentiation:** Continuously highlight what makes your brand unique.

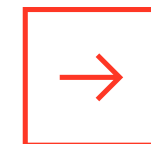


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Contact us!**

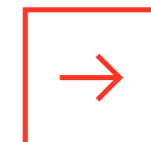
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**Based in Amsterdam and the UAE**



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