



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

www.brandedbychey.com

Who we are and how we work

Hi!

We are Branded by Chey, we are an international branding agency that mostly focusses on fashion, lifestyle, health and travel brands but we also work with brands and businesses in other industries.

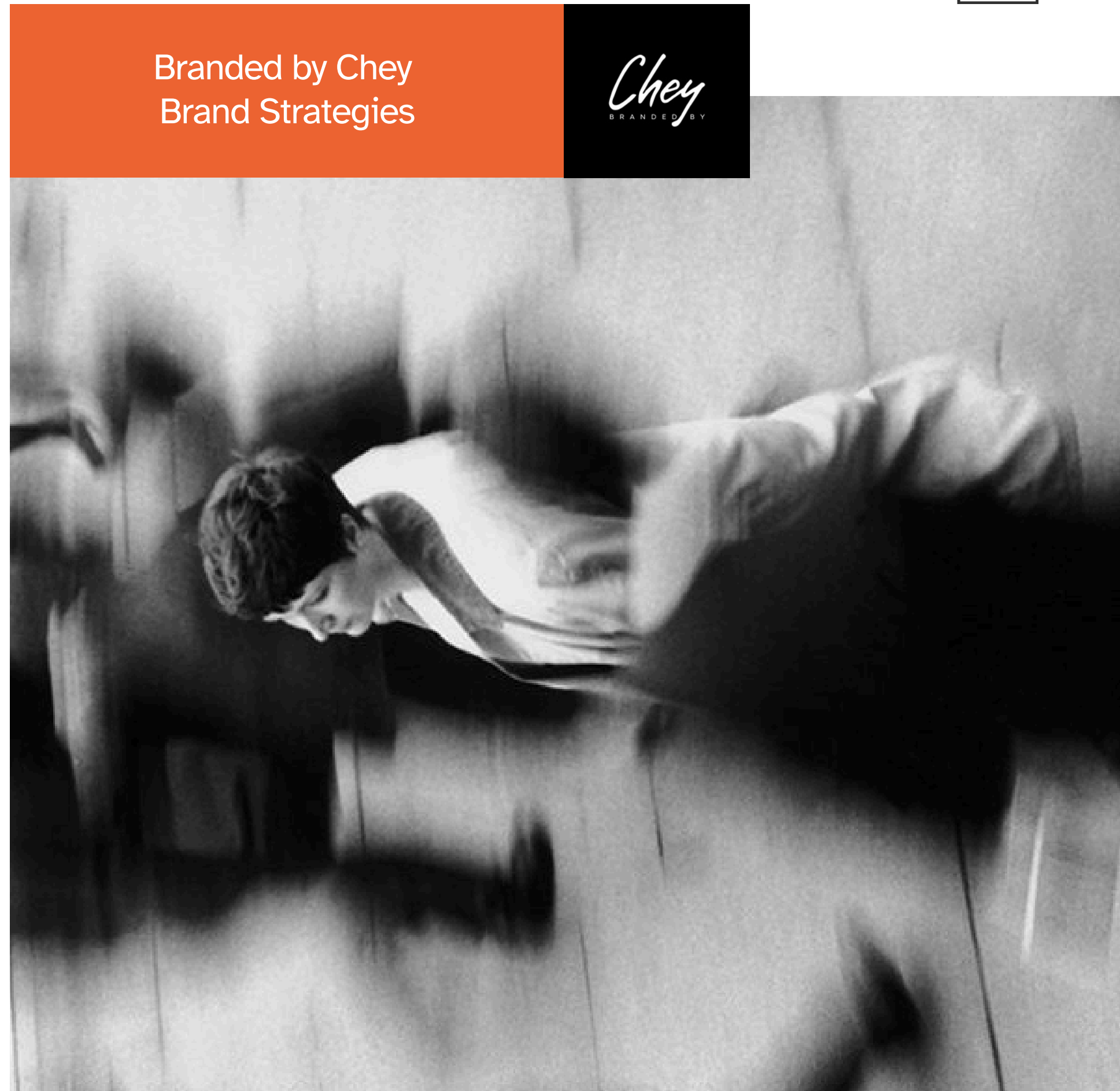
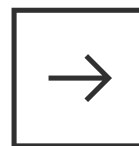
We provide all kinds of branding services, including full brand strategies!

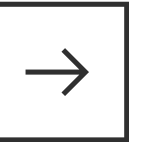
Let us explain and walk you through how we would develop such a brand strategy for your brand!

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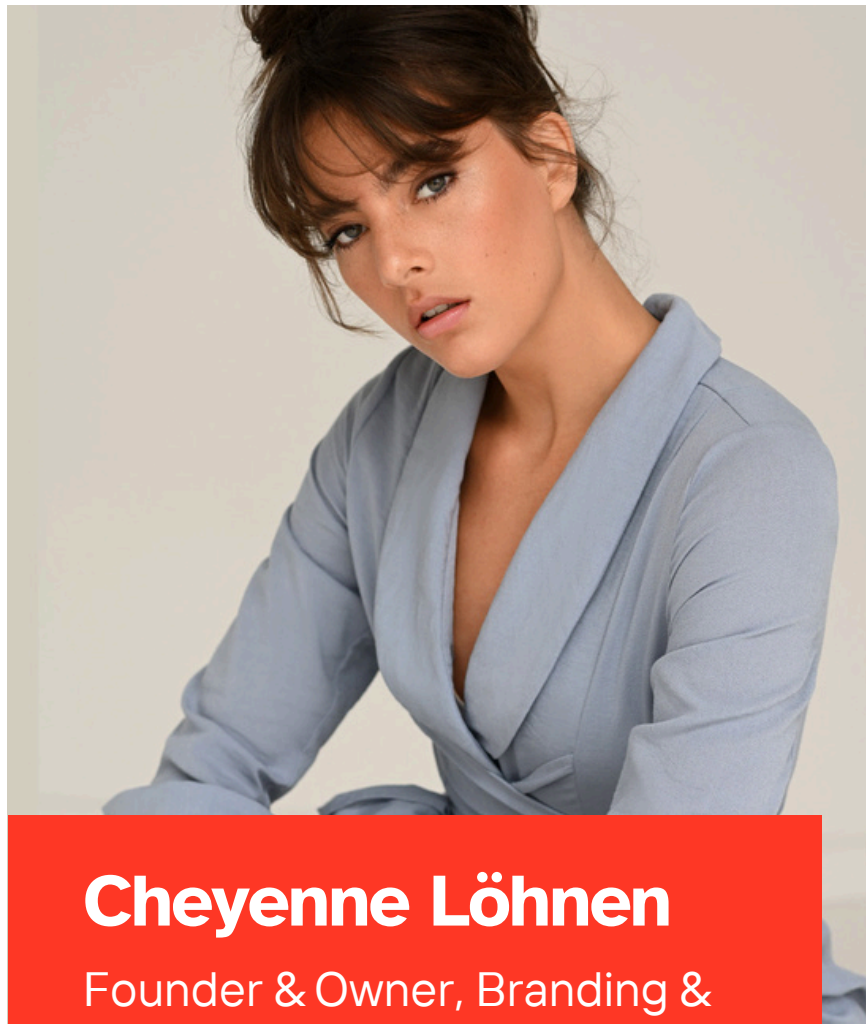
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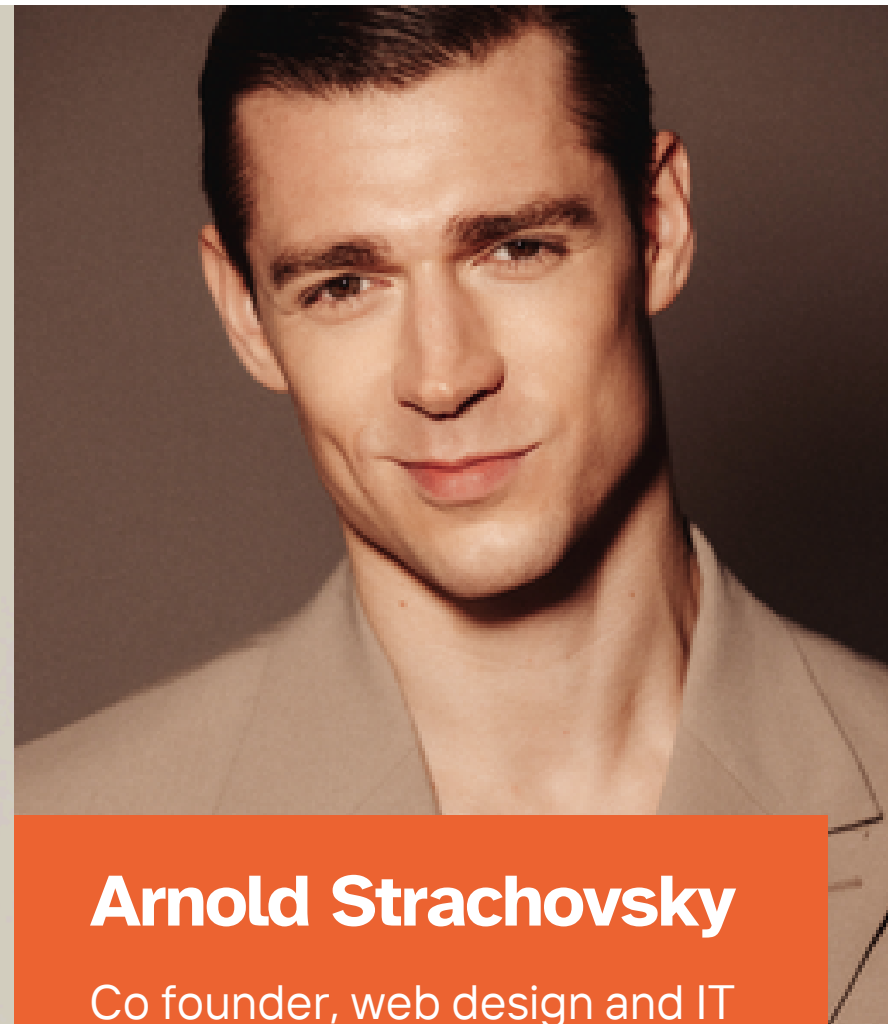


Meet our team



Cheyenne Löhnen

Founder & Owner, Branding & Marketing Specialist



Arnold Strachovsky

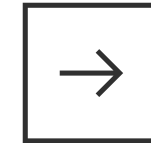
Co founder, web design and IT

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!



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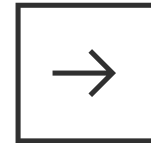
Why a brand strategy?

A brand strategy is your brand's game plan for long-term success. 🚀 It defines who you are, what you stand for, and how you connect with the people who matter most. From your values and audience to your message and look, it ties everything together into one clear direction.

No matter the size of your business, having a strong brand strategy helps you stand out, stay memorable, and build lasting loyalty with your customers.

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Defining your vision

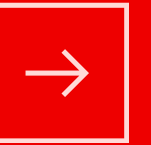


A vision is about what you aspire to achieve with your brand in the future.

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

Knowing your target audience is like having a cheat code for your business. 🎯 When you know exactly who you're talking to, you can:

- Create content that actually speaks to them
- Build products they'll love
- Grow faster (and smarter) instead of guessing in the dark

Our team does the digging and research to help you spot your true audience—so you can stop shouting to everyone and start connecting with the right people.

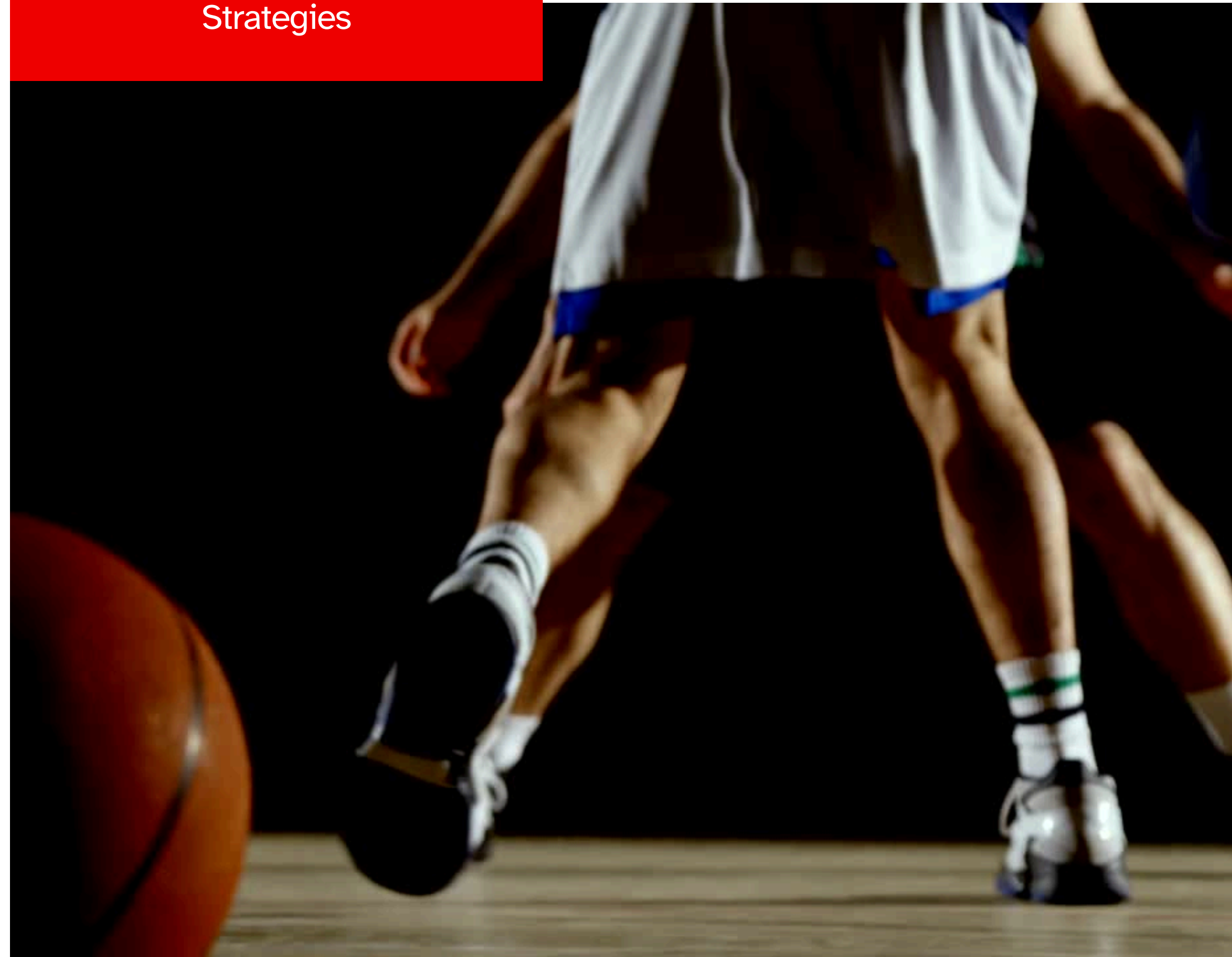
Competitive analyses

Keeping an eye on your competitors is like getting a sneak peek at the playbook. 🕵️♀️ We'll uncover what they're doing right, where they're slipping up, and how you can outshine them.

Our team will dig deep, do the research, and deliver a clear SWOT analysis—so you know exactly how to turn their weaknesses into your strengths.

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Define brand position & USP

A clear brand position is your secret weapon—it sets you apart, attracts the right people, and builds trust that keeps customers coming back. It's the foundation for growth that actually lasts.

We'll help you:

- Find your USP – what makes you stand out and why people should choose you.
- Craft your Positioning Statement – a sharp, memorable line that nails your spot in the market.

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Craft & create your brand messaging

Consistent messaging is your brand's secret sauce—it builds trust, makes you memorable, and sets you apart from the crowd. When your story is clear, customers connect, campaigns hit harder, and your brand just works.

Our team will help you:

- Tell your story – a unique narrative that truly reflects your brand
- Craft key messages – words that stick and resonate
- Create a tagline – short, punchy, and unforgettable

With this, your brand will speak with one clear, irresistible voice—everywhere, every time.

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Design your brand identity

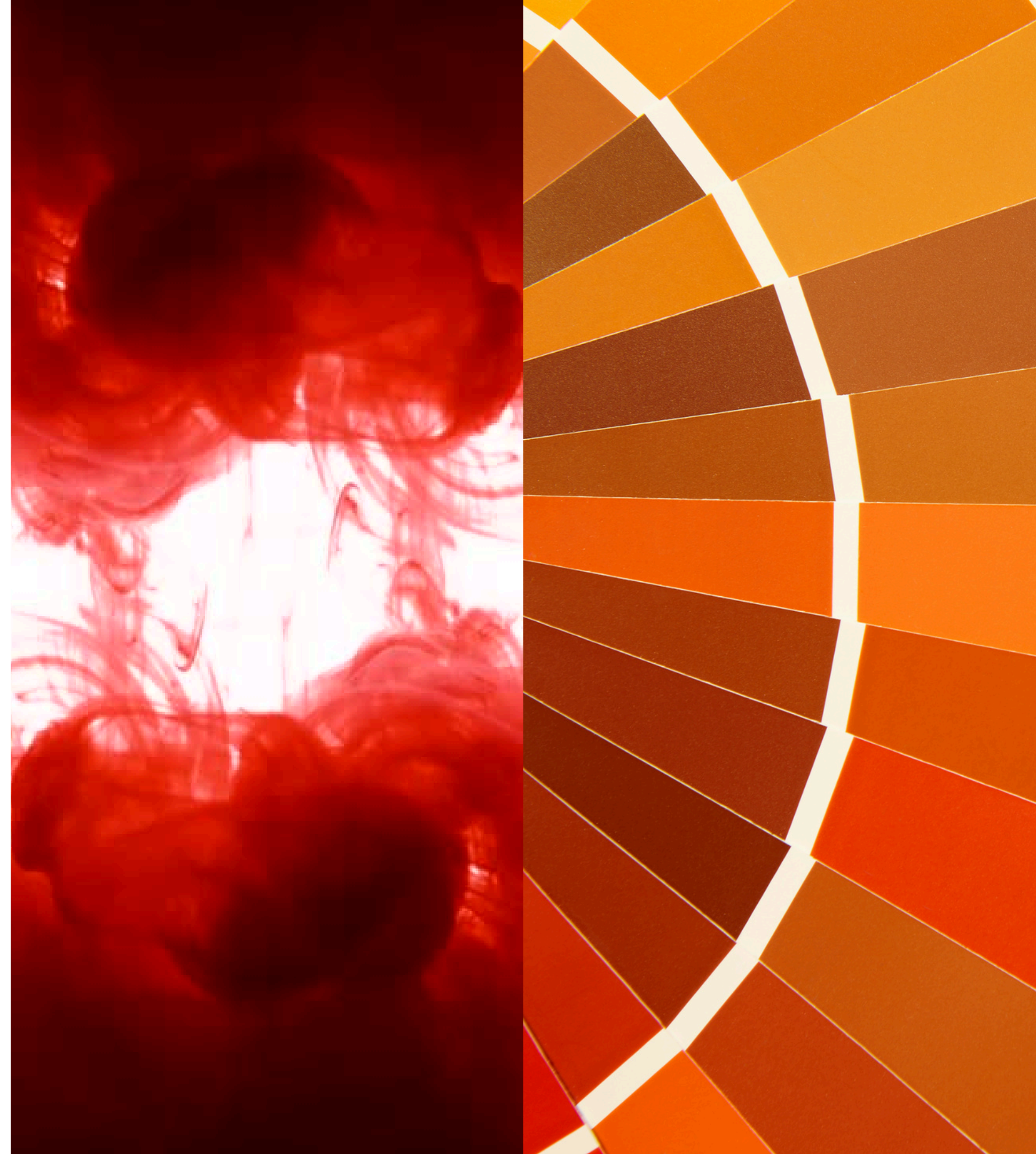
A strong brand identity makes you unforgettable. It helps you stand out from competitors, build trust, and create real emotional connections with your customers. Plus, it boosts loyalty, makes your marketing more effective, and gives your brand extra sparkle. ✨

We'll team up with you to:

- Design your logo – the face of your brand
- Pick colors & fonts – your signature style
- Craft your visual vibe – moodboards and presentations that bring it all together

The result? A brand that not only looks amazing but feels irresistible too.

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Define your brands tone & voice

Your brand's tone and voice are its personality in words—they make you relatable, memorable, and impossible to ignore. The right voice builds trust, sparks emotional connections, and sets you apart from the competition.

We'll help you find the perfect style for your brand and weave it seamlessly into all your messaging—so every word feels you and makes your audience smile. ✨

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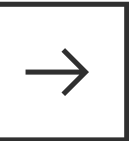
Create a brand experience

A great brand experience makes every customer interaction feel effortless—and totally you. 🌟

We'll make it happen by:

- Mapping the Journey – turning first-time visitors into loyal fans (and repeat buyers!).
- Nailing the Touchpoints – making sure every interaction—online, in-store, packaging, or support—shines with your brand's personality.

Think of it as creating a customer love story, one touch at a time. ❤️



Develop a marketing plan and a content strategy

A smart marketing plan and content strategy are your brand's best friends—they give you direction, keep your efforts on point, and make sure every move counts. 🚀

- **Marketing Plan** – your roadmap to hitting goals, reaching the right people, and staying organized.
- **Content Strategy** – creating content that's engaging, purposeful, and 100% you.

Together, they boost your brand, attract loyal fans, and make business growth feel a lot more fun. ✨

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

Brand Metrics – keep an eye on the numbers that matter, like awareness, loyalty, and engagement. 📊

Feedback – listen to your customers, learn from them, and keep getting better. 🗣️

Adaptation – stay flexible, tweak your strategy, and seize new opportunities as they come. ⚡

Think of it as keeping your brand sharp, loved, and ready for anything. ⭐

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

Consistency – make sure your brand looks and feels the same everywhere. ✓

Authenticity – stay true to your mission, vision, and values. ❤️

Differentiation – keep showing the world what makes you one-of-a-kind. ✨

Think of it as the secret recipe for a brand that's memorable, trusted, and totally you. 🌟



**In need of a
Brand Strategy for
your brand!
Contact us!**

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Based in Amsterdam and the UAE



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