

G

Process

prō ses

noun

a series of actions or steps taken in order to achieve a set goal.

The goal of this booklet is to act as a guide throughout the process of building your brand. It will give you a high level reference to see how your project is progressing and what the next steps are.

Let's Start



1

We extract your story.

DISCOVERY

We begin the process with a discovery meeting. Together, we'll learn what's at the very core of your business. We want to understand your story, what drives you, and what makes you unique. We learn everything we can about you, so we can truly understand your brand's soul.



2

Uncover the remarkable.

BRAND STRATEGY

Once we have all the information, our team comes together in strategic ideation sessions to pull out your brand's key messages, positioning, and form a narrative. We extract a unified vision, mission, and purpose that reflects who you truly are. We form a blueprint for expressing your brand's soul by uncovering the remarkable things about you and your brand.

3

Illuminate your soul.

CREATIVE

Once we have your blueprint for brand expression, it's time for your brand to come alive. All of the incredible things that make up your soul are revealed to bring you clarity and focus as you build out your brand. We illuminate your purpose by creating bold design and meaningful messaging.





4

Express your soul.

MARKETING

After we've uncovered your soul, it's time to share it with the world. That includes both sharing your brand's new identity with your team and occupying the unique place your brand will live in consumers' minds. Together, we choose the medium that work best to spread your message.

5

Spark a love affair between your brand and the community.

CORPORATE SOCIAL RESPONSIBILITY

Once your message is out, we'll help you to form meaningful partnerships to make your community a better place. Your brand will engage the community to forge meaningful relationships. That's how you build a loyal team of brand ambassadors. That's how you spark a love affair.



6

Keeping your soul alive.

ONGOING PARTNERSHIP

For your soul to continue to shine, we'll need to manage and maintain your brand together. That includes creating campaigns and discovering new ways of engaging customers. We'll also continue to revisit your identity as your brand evolves to remain relevant to your audience.

7

Celebrating your soul.

Authentic relationships are what make our experience at Godzspeed rich. Once our process is complete, we'll always maintain a relationship with you. We'll be there to celebrate your wins and successes. Through the case stories we create and share, we'll make sure to tell the world about our relationship. When you win, we win.



For further details

please refer to your project plan or contact your account manager.

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