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Why do you  
need to develop a  
**brand**  
strategy?

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SHARKEY  
ADVERTISING

Successful branding will help your company stand out from its competition. Ideally, successful branding will make it so that potential customers see you as the go-to company in your industry. It's important to have a brand that customers will recognize as representing consistent quality service or products.

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So the importance of a brand is clear, but how do you actually go about creating one?

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Branding identifies the products or services of your company through a consistent image that is portrayed through:

- Visual Layout & Design
- Branded logos
- Typefaces & Fonts
- Copywriting
- Imagery
- Color palette
- Other Design elements



Maintaining brand consistency across all marketing vehicles is paramount to drive maximum results. Extending the brand and carrying the “look and feel” across marketing efforts includes logo design, website, email marketing, print & digital advertising campaigns, presentation decks, corporate capabilities kits, collateral, direct mail, social presence and campaigns, trade show support and more.

Your brand should do the following:



- Deliver a clear and consistent message. Customers need to understand exactly what you offer.
- Provide an emotional connection for your customers.
- Target a specific customer base
- Compels customers to purchase your products or services
- Helps establish customer loyalty



Successful branding is a way to portray to your customers what your company is and what exactly you provide in terms of products or services. If customers can relate to the image your company presents through its branding, they will purchase your goods and services and share their experience of your company with others.

The importance of having a brand that customers can relate with:

Having customers relate with your brand is important for more than just an immediate recognition. A good brand will live beyond the immediate transaction and resonate with the customer. Your brand takes on a new identity within the thoughts of your customers.

In this way, your brand becomes the main way you introduce your company to customers. It's important to spend time and resources into building an effective brand and integrating this brand in all the ways your company associates with customers. The positive experience your company provides will become intimately linked to your specific brand.

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## How Sharkey Advertising can help develop your brand:

Every corporate identity should tell a unique story. Sharkey Advertising focuses on brand design, brand development and helping our clients build brand equity. We focus on user experience, creation of visual impact, and strong brand communication, ensuring that your brand experience is clear. We create a look and feel that is unique, insightful and effective. Whether your challenge is creating a new brand, merging brands, or refreshing your brand, our signature is distinct creative clearly communicates a selling message to move your brand forward.

Contact Sharkey Advertising to create a brand strategy. We can help you create meaningful stories that spark the imagination, appeal to the senses, and inspire action.

### **We Do Lots of Things:**

Brand Strategy, Corporate Identity, Corporate & Product Logo, Design, Advertising Campaigns, Direct Mail Collateral, Brochures, Web Design and Integration, Email Marketing, Banner Ads, E-Commerce sites, Marketing Promotional Pieces, Catalogs, Flyer Insert Programs, Magazine Special Sections Design & Total Print Production, Newsletters, Multimedia Presentations, Packaging, Media Planning & Placement.



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