

hello_ we are brandentica

brandentica.

the essentials

We are a full service advertising and brand activation agency with a core focus on building brand strategies and the campaigns that support them—digital, print or otherwise. In an era where consumers have too many choices and not enough time, we help brands rise above the clutter.

re-mark-a-ble – [ri-mahr-kuh-buhl] –adjective

1. worthy of being talked about.
2. notably or conspicuously unusual; extraordinary: a remarkable change.

We strive to make brands remarkable—because it's the discussion that really gets a brand noticed. The new reality is that brand owners are no longer in charge of their brands—the customers are. And reaching the customer is done by interaction, not interruption.

Deeply understanding the consumer is key to any campaign and that's where we start. The right customer insight is the first step to building brands that customers can interact with.

Rigid methodologies stifle creativity and rarely solve business problems. We solve business problems by bringing ideas to life that consumers will talk about. And because there is no hand-off between firms, we are accountable for the results from strategy, to creative, to execution.

our credo

We know that advertising is about return on investment. We know that in order to get a return on an advertising and marketing spend, we must get to know your customers intimately and use that information to drive sales.

We believe over the last ten years the advertising industry has evolved tremendously. But one thing hasn't changed: The value of the right big idea. And we believe in creating big ideas that elevate our clients' brands. We accomplish this by truly partnering with our clients—this is the only way we can have a deep understanding of their business.

our DNA

Our experience is what helps us create the right ideas and the strategy to execute those ideas successfully.

Our partners have over 70 years of experience building clients' brand and driving sales in the food and beverage sector, and many others. We are strategists, programmers, brand builders and experts in brand perception, but most of all we are storytellers.

strategic brand approach

The sooner brand owners change their definition of, and approach to brand management, the sooner they will profit from increased awareness, relevance, differentiation and influence.

Strategic Brand Development is our approach to crafting a long lasting brand that customers respond to and interact with. In a changing landscape, the ability to create communication that fosters interaction with the customer is essential. Whether it is a one-off ad or an interactive campaign, managing a successful brand is about consistency of message and depth of client / brand interaction.

We create brands that are tactile and enduring. For us branding is about empowerment—allowing our clients to

keep a tight control on customer perception and ensuring that a product's value proposition maintains its placement as top-of-mind for the consumer and stands

80 percent of brand owners believe they deliver a superior customer experience, while only 8 percent of customers agree.

how we do it

Most business problems are actually problems with perception. Altering perception, sometimes changing only small things can make all the difference. And we sweat the small stuff.

Whether managing an existing brand or building a new brand it all starts and ends with understanding the current consumer and the potential consumer. Understanding their psychology and their connection to brand helps us to build a strategy.

We first define differentiation in the marketplace and the brand positioning. We then set clear goals of what the brand needs to accomplish. And, finally we build a plan with with the requisite components. If a client's brand is existing, we ensure that every component we build upholds that brand.



CLIENT: Zazou Salon & Spa
EXECUTION: digital fashion look book

we help brands make friends

Blurring the line between ad and entertainment allows us to build truly engaging campaigns.

Understanding that the web isn't the only way, an effective campaign is increasingly comprised of interactive content. By combining technology with solid strategic planning, our clients achieve the highest level of consumer brand interactivity.

Well integrated campaigns are key to success. Integration fosters conversation and conversation garners brand awareness. Though digital interactive campaigns live on the web or on mobile devices, they must connect with consumers through multiple executions or touchpoints—print, digital, ambient and merchandising to really effect the consumer.

This means that building an app, mobile experience or Facebook page is simply not enough. We integrate merchandising with digital, social media and print anchored with a big idea to create a brand interface across all lines of communication, because interface determines behavior.



CLIENT: Real Aloe
EXECUTION: aloe facts mobile campaign

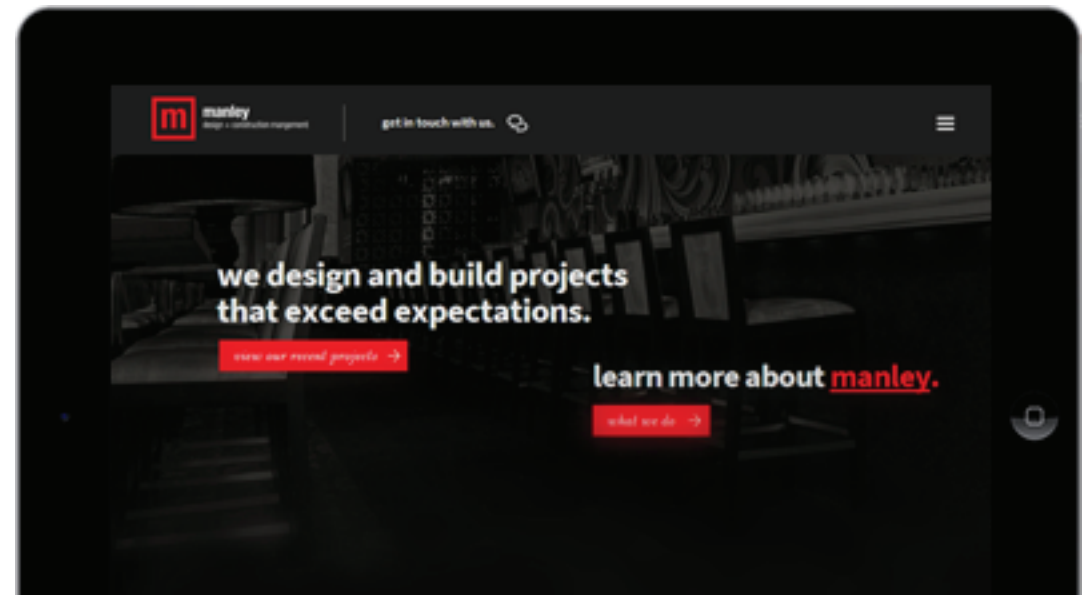
what we execute

Ideas are just that if you can't bring thoughtful executions to life and to do this we are guided by playbooks, not rulebooks.

We have built a robust toolbox to build brands by reaching the right consumer quickly, effectively and impactfully. Here is a partial list of our service offering:

- strategic brand consulting
- brand development / redesign
- consumer insight
- consumer research
- user experience planning
- digital advertising development
- customer segmentation
- direct digital marketing
- website auditing
- web development
- product merchandising
- ambient marketing
- advertising campaigns
- media buying

CLIENT: manley design + construction
EXECUTION: website redesign



the next steps

Reading about what we do is one thing. Seeing what we do is another, but there is no substitute for the old-fashioned conversation.

We would love to sit down with your team and have a conversation about your brand, your successes and trouble points and show you some of our work. No strings attached. Ever.

www.brandentica.com

CLIENT: Jarvis McGee Rice, LLP
EXECUTION: website redesign

