



COMMUNICATE

BY PEMANDU

It is not easy to start up and grow a successful business.

However, with a **clear vision** and the **right tools** in place, you are certainly better placed to see your business thrive.

Introducing

BRAND IN A BOX

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A branding starter-kit with all the essentials to
jumpstart your brand that's:

1 simple

2 *FAST*

3 **FREE***

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HOW IS IT **SIMPLE**?

With Brand In A Box, what you see is what you get - with a

clear set of deliverables**

from the get-go.



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HOW IS IT **FAST**?

By prioritising only the essentials to kick-off your brand,

our team of consultants and creatives will be able to craft top-class deliverables in the shortest amount of time.

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HOW IS IT **FREE?**

Our training programmes are conducted by HRDF certified trainers, which means these sessions are **HRDF claimable**. And if you're not already registered with HRDF, we can help you apply.

This means you can potentially build an entire brand,
without paying a cent!*

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WHAT'S IN THE 'BOX'?

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The Small Box

Get equipped to build your brand

1

Strategic Branding Workshop

Understanding the building-blocks of effective branding

- **Brand Marketing**
Understanding the competitive landscape and strategic brand positioning
- **Developing a Brand Identity**
How to build a brand that drives business
- **Effective Logo Designs**
Principles of logo designs that create the right impression
- **Websites that Work for Your Business**
Considerations in developing a successful website
- **Social media 101**
Best practices on social media communications and applying analytics
- **Communications Planning**
Guiding you through effective annual brand planning

2

Insights Into Operationalising an Effective Business

Exclusive introductory insights into leadership, problem-solving methods, project management and business optimisation through segmented P&L analysis, as well as practical exercises.

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The Big Box

We don't just give you the tools.
We build your brand for you.

- 1 Brand Review**
An assessment of your brand identity and its applications
- 2 Brand Marketing Analysis & Strategy**
Mapping your brand in the competitive landscape and developing your unique positioning
- 3 Bespoke Logo**
Improvements on existing logo or a full logo refresh
- 4 Digital Stationery**
Your brand identity on PowerPoint and Word templates
- 5 Website Holding Page**
Design and development of a brand new holding page

- 6 Social Media Toolkit**
Content planning ideas, templates and analytic guidelines
- 7 Communications Planning Manual**
Step-by-step guide and templates for annual brand planning
- 8 Insights Into Operationalising an Effective Business**
Exclusive introductory insights into leadership, problem-solving methods, project management and business optimisation through segmented P&L analysis, as well as practical exercises.

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Get your branding right from the start.

It's critical to make your great product or service visible to your market.

More importantly to communicate the right message.

A valued brand will yield returns.

READY FOR YOUR **BRAND IN A BOX?**

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Terms & Conditions

- All workshops and insights will be conducted by HRDF certified trainers
- Strategy presentation will cover situational analysis and future prospects within current competitive landscape
- Preferential rates offered by COMMUNICATE for extended services are subject to workscope delivery
- Logo designs will be based on a creative brief with up to 2 variations + 2 edits
- Digital stationery will be designed based on existing, refreshed or agreed new brand identity
- Cost of printing, publishing and website hosting are not included in the fees

*Amount claimable from HRDF is subject to company's allowance and HRDF's approval

** Development of brand and marketing deliverables are limited to the Big Box offering only

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