

OUR PROCESS

1 WE TALK ON THE PHONE
You've been referred to us, seen our work, or found us online. We chat briefly on the phone to assess your needs and, if we can help, we set up a time to meet. If we can't, we try to suggest another trusted, creative professional in our network.

2 WE MEET IN PERSON
We ask questions, lots of questions – and we listen to your answers. We want to clearly understand what you need and how we can help you achieve it.

We both ask ourselves, "Are we a good fit? Can we achieve your goals together? Is the deadline achievable?"

3 WE PREPARE A SCOPE OF WORK
If the project is a "go", we do some preliminary research on your business and industry, and prepare a scope of work that outlines your project and associated costs. We assemble a project team that may include a copywriter, photographer, or industry-specific consultant. If you require a website developer, we arrange for developers in our network to send you an estimate. We send our scope of work to you for approval.

4 WE BEGIN TO CREATE
Once the scope of work is approved, we enter you into the studio schedule, work backwards from your project deadline, and set dates for deliverables. Then the fun starts! We brainstorm, strategize, sketch out ideas, and play with words.

We perform in-depth research, site visits, and search for ideas and visuals that might work for your brand. We may invite you into the studio to collaborate, or to provide input to team members.

5 WE PRESENT OUR CONCEPTS
We present preliminary visuals, copy and concepts in person, or by email, along with the reasoning and strategy behind our choices, and invite you to choose a direction. If our choices don't meet your needs or expectations, we review our original scope of work, go back to the drawing board, and try again.

6 WE DEVELOP YOUR CREATIVE
In consultation with you, we develop the visual elements and messages that will work together to support each other and build your brand over time. We look for design elements and words that can be used across media to create consistency, that have the ability to evolve and expand as your brand grows. We work back and forth between the big picture of your brand strategy to the detailed work of choosing colours, fonts, images and materials, establishing looks and layouts, and refining your brand's voice, tone, and story.

7 YOU APPROVE THE FINAL FILES
Before we can launch your new brand or logo, place your freshly named product in its new packaging, or upload your new content to your website, you must approve the final project files. We proof them carefully, but we also encourage you to review them in detail. Once you approve them, we send them to the printer, publication, or developer on your behalf.

8 WE PRINT, POST, LAUNCH, IMPLEMENT AND CELEBRATE!
All of the hard work is done – now it's time to share your creative with the world! We give you all the support we can to help you roll out your new brand, tell your story, and implement your marketing strategy.

THINGS WE CONSIDER



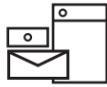
YOUR MARKETING STRATEGY

We learn about your business, your industry, your competitors, your unique selling points, your strengths, challenges and goals. We think strategically about your market and the best ways to reach it. We think about where you're positioned, and where you'd like to go. Even if we're just creating a single piece of work for you, we think about how it fits into what you already have, and how it will work for the future. We believe that your creative should get results.



YOUR TARGET AUDIENCE

As we create, we think constantly about who you're trying to reach. Who are they? What do they need and want? What are their pain points and problems? We're not creating solutions for ourselves, or even for you, we're creating solutions for them.



YOUR BRAND

Your brand is like a person – it has a unique look, voice, and way of acting. It communicates the value you deliver to your customers and can help you connect with, and keep them. Your brand is the big picture, and the pieces we create have to work within it and support it.



YOUR STORY

We listen to the stories that you tell about your business to find the ones that will resonate with your customers, inspire loyalty, and give you a unique presence in the market. Why is it so important to develop a strong brand story? The best stories connect with your market emotionally, so that they don't just learn about your brand, they "feel" it. A strong story adds layers of meaning to your creative; it results in stronger visuals, more compelling messages, a deeper in-store experience. It adds layers of complexity to your strategy – you can create pieces that reveal your story over time, in a narrative that hooks your market from the beginning and keeps them listening.

WHAT'S NEXT?

Once you've had time to see some results, we'll ask you what your next goal is, give you some ideas for leveraging your creative investment across media, and encourage you to continue building your brand and telling your story. We'll remind you about your original vision, and ask you if you've achieved it.

We like to have our clients' backs, so even when we're not working on a project for you, we keep our eyes open for opportunities and ideas that could make your business better.

THINGS WE'VE LEARNED

HIRING A STUDIO CAN BE A BIG STEP

That's why we're always available to answer questions, address concerns, and talk about what's next. Our clients tell us that we help them stay on track and make them feel looked after. We take care of your creative, so that you can focus on running your business.

HONEST FEEDBACK IS PART OF THE CREATIVE PROCESS

We want our work to be the best it can be, and one of the ways we do that is through feedback. If something isn't working for you, please tell us – we can handle it. Clear, specific feedback is part of the creative process; it gives us the information we need to create something you love.

A FEW GOOD CHOICES LEAD TO BETTER DECISIONS

When we present you with visual concepts or taglines, we pare them down and only give you the ones that we feel could work for you. We never offer you low quality choices to get you to choose the one we really like.

THE MOST IMPORTANT QUESTION IS, "WHAT'S IN IT FOR THEM?"

We're not just interested in creating, we're interested in creating results. That means we constantly ask ourselves, "What's in it for the target audience? Why should they pay attention to our message?" If we can't clearly answer that question, then we adjust what we're doing. It's easy to produce something pretty – it's much harder to produce something pretty and smart that will connect with your audience.

THE BEST CREATIVE COMES THROUGH COLLABORATION

We invite our clients to contribute – because when we work together, good creative becomes great creative.

LONG-TERM RELATIONSHIPS CREATE LONG-TERM RESULTS

When we have the opportunity to build a brand with a client over the long term, we can thoughtfully and strategically put in place all of the building blocks that lead to success. We know you, we know your business and your goals, and we become part of your team... always looking for ideas that will make your business better, even when we're not on the clock.

SUCCESSFUL DESIGN IS IN THE DETAILS

Excellent work is part inspiration, part experience, and partly about looking after the details. It's about proofing, being on-site, following up, and demanding high quality results from suppliers. Some people might call us obsessive, but we can live with that. Good work gets results and helps our clients succeed. Otherwise, what's the point?