



Brand Optimization and Innovation



Your businesses' success is directly related to the unique value your brand secures in the minds and hearts of desired audiences. That value is defined in functional terms, such as cost and physical benefits; but it is also defined in emotional terms such as how it makes your audience feel and what emotional states it affects. Unearthing, and beautifully translating, that fine point of congruence between your company's objectives and the core desire of your audience, builds the intimate bonds that result in business growth.

Insights & Strategy

- Insight
- Gap Analysis
- Innovation
- Brand Essence
- Positioning
- Character
- Reasons To Believe
- Opportunities
- Platforms
- Roadmap
- Pipeline Creation

Who We Are

Founded in New York City in 2001, we are a design and brand marketing consultancy devoted to helping clients increase success by creating brand experiences that secure more successful and sustainable engagements between their business and desired audiences.

What We Do

We bring brands to life in the most engaging expression, be it the tangible form of design that invites touch and physical engagement, or the verbal and visual articulations that evoke intellectual response or emotional reaction.

Philosophy

We believe that design is an idea brought to life in verbal, visual or tangible form. We also believe that successful brands are inspired by ideas that will improve the human condition and that innovation is a cross application and distillation of knowledge toward improving audience experience. Well designed brands will therefore evoke desire, aspiration, trust, loyalty, advocacy and appreciation; increasing audience engagements and improving business success.

Design

- Name and logo
- Brand Identity
- Graphic Design
- Label Design
- Package Design
- Collateral Design
- Communication Design
- Web Design
- Retail Design
- Environment Design
- Digital Design

Approach

We approach business challenges through anthropological lenses and artisanal creative skills, crafting meticulous and empathic solutions that satisfy audience need-states, latent desires and core values; providing the best foundation on which to build solid bridges between brands and consumers.

We blend art and science by combining design, branding and marketing skills together with in-depth studies of anthropology, sociology, ecology and neurolinguistics to gain a deep understanding of human behavior toward unearthing angst, gaps and optimum opportunities.

Through a combination of critical analysis, deep insights, intuitive thinking, empathic problem solving and creative translation; we form highly relevant and holistic solutions. Our process is disciplined and repeatable in terms of approach, yet highly customizable in terms of specific project input, filters, and final results.

Mission

Our devotion is to increase success for client companies by helping them design life-enhancing offerings. Supporting businesses' efforts to improve the human experience is a mission we refer to as socio-ecologic optimality, by design.

Marketing

- Advertising
- Online
- Promotion
- Public Relations
- Influencer Marketing

The Brand Collaborative
590 Madison Avenue, 21st floor
New York, NY 10022

212.842.1717 ph
212.842.4747 f

www.thebrandcollaborative.com

Engaging Consumers at Point of Desire