



Branding Soup-to-Nuts

Sublime Creative Agency's Branding Process for New Clients

Pre-meeting Preparation

Client stakeholders complete Sublime Creative Agency's confidential Branding and Marketing Questionnaire; answers returned to Sublime for review by project team prior to initial project meeting.

Initial Meeting

Project team is selected, a meeting scheduled, and introductions made. The initial meeting typically involves a lot of sharing, good communication, and listening between client and project team, and covers various aspects of the client's business, market, competitors, needs, etc. This meeting, and the content gleaned from it, charts the initial course for the project.

Discovery: Research, Summary, Strategy

In this stage, Sublime digs deeper into all aspects of the client's theater of operations. The amount and depth of research is determined by the nature of the client's business, their needs and goals, and the project budget. Once completed, research gives rise to the creation of a Summary and Strategy Brief. This brief builds on the client content provided in the Branding & Marketing Questionnaire, resulting in a concise, focused summary of what Sublime understands about the client, as well as their suggestions and rationale for brand and marketing strategy as the project moves forward. Once the client approves the brief, the design process can begin.

Design Exploration

This is where the rubber meets the road. The designer, armed with a thorough knowledge and understanding of the client's story and their needs, begins putting pencil to paper. Many ideas and directions are explored, considered, and either pinned on the critique wall, or placed in the recycle bin. From this process of exploring, evaluating and editing, possible solutions are winnowed down to a small, select group of the strongest contenders that are felt to best address the unique requirements of the project. These solutions are further refined and prepared for presentation to the client.

Presentation, Selection, Refinement

Here, the strongest selections are presented to the client. The work is evaluated, project guidelines and client needs are often reviewed, and ultimately, a direction is chosen. This direction is then refined and re-presented for final approval.

Final Application, Introduction to Marketplace

This stage involves designing and building out the project's accompanying collateral (e.g.: stationery, advertising, vehicle and signage needs, website design, etc.), as well as the creation of all necessary electronic files for vendors and suppliers. A final meeting is often held to discuss the client's vision, and to evaluate the project, the results, and future project needs. ●

