

# Whole Brand Thinking = Business Therapy

Overview of Services

Equation Arts, LLC

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**EQUATION ARTS**



adding up to your success



Grow your brand from  
a solid foundation.

At Equation Arts our mission is to clarify your message.

Step 1: Get the message right.

Step 2: Get the message to the people who matter.

### **Core Message Development and Brand Positioning**

Using our Whole Brand Thinking framework as a guide, we lead your key stakeholders through a process of interviewing, gathering, researching and analyzing to create a core foundation for understanding your company's brand meaning.

We compile these findings into a structured document, which can be re-used for future projects and is easily updated as new products emerge and evolving market factors impact your story.

Assessing this foundation against external factors such as market size, market readiness, opportunity and competitive landscape, we create a brand positioning statement.

Together the brand positioning statement and the framework document serve as a platform for all your messaging.

### **Our Services:**

Core Message and Brand Positioning

Web Rebranding

Mission and Vision Statements

Copy Writing

Web Writing

Naming

Partnering for Web Success

Market Definition

Social Media Consulting

### **Web Rebranding**

Things change. You may already have a website, but is it keeping up with your company's growth and evolution? Equation Arts can guide you through web rebranding projects. We can help you develop a strategy and messaging platform that creates alignment of your web content with your core values and brand positioning.

### **Mission and Vision Statements**

Is it time to revisit the fundamentals? Has your company evolved and left your original vision and mission statements behind? If so, Equation Arts can help by working with you and your team in a process that blends structured meetings and organized review with interpersonal and private feedback. This approach allows us to identify the essential message points required to craft mission and vision statements that truly reflect the values of your organization.

### **Copy Writing**

We provide writing services to make sure that your message is communicated clearly and in the correct context. Whether you need attention getting headlines, white

papers, ad copy, thought-provoking analysis, or articles, Equation Arts can produce the right words for you.

### **Web Writing**

Even when you have a great message, it can sometimes be a daunting task to tell your story online. Organizing your information and presenting it clearly are imperative when trying to communicate to the savvy, but impatient web reader. Equation Arts invests the time to get to know your business so that the web copy we develop truly communicates your value and difference.

### **Naming**

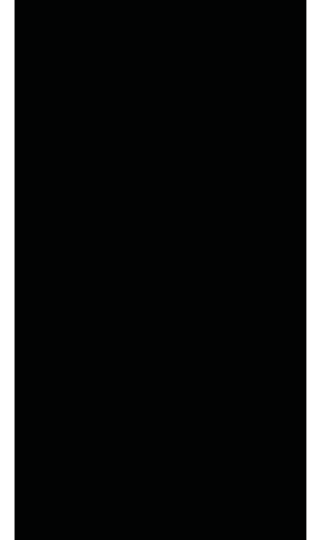
At Equation Arts we believe that there are 3 Rs to branding: Recognition, Reputation and Reaction. To get your products, services, and programs recognized it is important to consider a naming strategy. We approach naming as a multi-step process beginning with the gathering and analysis of key message points and positioning. We then filter the best name candidates based on a range of factors including availability, clarity, complexity, and overall brand alignment.

A variety of services to help you develop and strengthen your company's brand.



Our philosophy:

Establish a solid trunk,  
then you can branch.



### Market Definition

Segmentation can be the key to marketing success. We can help you define your target market allowing you to build traction and focus your sales and marketing efforts.

### Social Media Consulting

Social software has empowered millions of users to build communities of mutual interest. Equation Arts can guide you through this dynamic landscape of blogs, podcasts, and video sharing. We create strategy for building relevance and teach you how to use tools, like Twitter, Facebook and LinkedIn, to engage your prospects.

## What is Whole Brand Thinking?

It is a framework for understanding the ten core components of a brand.

It is an approach built on identifying the factors that great companies use to build and sustain brand loyalty.

### Whole Brand Thinking: Asking the right questions...

**Origins** - Where did you come from?

**Creed** - Why are you here?

**Icons** - Do you stand out visually?

**Rituals** - What are your signature experiences?

**Lingo** - Do you own your vocabulary?

**Anti's** - Who are your non-believers?

**Leaders** - Who are your heroes?

**Context** - What type of brand are you?

**Expectations** - Do you walk your talk?

**Community** - Who is aligned with your brand? Where are they? How do they interact?



At Equation Arts we take an approach to branding that combines an analytical perspective with creativity and imagination.

We nurture your brand from seed to harvest so you can enjoy the advantages that a strong brand can bring:

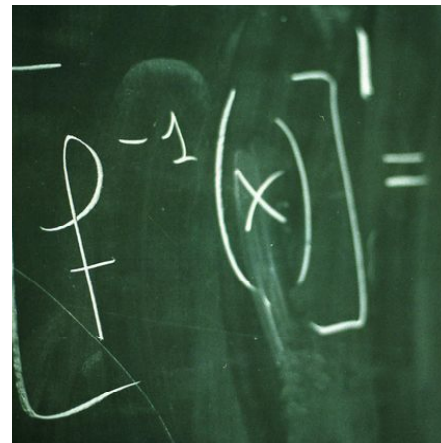
Clarity

Recognition

Loyalty

Value

Motivation



### Partnering with Equation Arts:

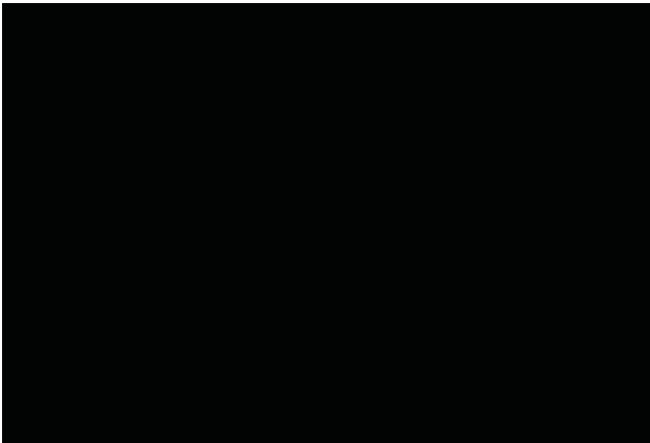
We help web designers build web successes.

Web designers, have you ever had a web project get bogged down because your client doesn't really know what they want to say online?

Do you find yourself asked to provide marketing strategy and message development, which is outside the scope of your business?

Equation Arts, specializes in the development of brand positioning, core messaging, and effective web writing.

We invest the time to learn your client's business and then work with you, the web team, to map out a success strategy built on great web writing and the solid foundation of a clear, organized brand message.



Tell your story. Connect with your audience. Get results.  
Call today to begin Whole Brand Thinking.

Contact:

**David Cohen**

Equation Arts, LLC

Logic + Creativity = Results

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