



Creating Your LIVING Brand

Your Brand Marketing is a culmination of nearly 25 years' experience of Ben Baker. Starting in sales and moving to marketing nearly 20 years ago, Ben understands what it takes not only to develop a brand, but to communicate it to the right audience, so that they will positively identify and engage with it.

**The philosophy is simple.** We believe that today's marketers make too much noise and do not pay enough attention to the right audience. We want to tell your story so that those who listen, truly understand your value and want to engage with you.

**What is our process?** We ask lots of questions before developing solutions! We talk to everyone and get people engaged in the process. We want to learn about what makes companies like yours unique and where your value truly is so that we can effectively tell your story.

**We want to be your active partner** in developing solutions that are specific to your requirements and communicate your value in ways that will be listened to and acted upon. We want to help you develop strategies that will help you communicate across mediums in a single voice, in order that the value of your brand is recognized wherever it is viewed.

With that, we rely on our partners. With relationships that go back well over a decade, we bring the right people to the table to lend their expertise as and when needed. Through the entire process we guide and manage it to make sure your brand, message, market and value are being focussed on and that budget and timeline are being adhered to.

When you bring us to the table your success is our success. We work with you to Create Your LIVING brand. One that truly represents who you are and who you want to become going forward.

### **Guiding Principles**

- Cut through the clutter and help you communicate effectively, to the right audience in the right way, so they want to engage
- Treat every client's work as if it was our own
- Understand our client's wants, needs and desires, and work with them to achieve their goals
- Listen and understand before creating solutions
- Build long-term relationships to achieve long term objectives
- Create meaningful campaigns that achieve brand objectives and goals
- Be a partner with our clients, not a vendor to our clients
- Develop campaigns for your benefit, not our portfolio
- Create solutions that will make our client's competition wild with jealousy

**"The only award we want to win is your trust" – Ben Baker**