



brand.TM

Our name is BRAND.

Because that's what we're all about..

Creating a brand. Selling a brand, Growing a brand. Your brand. It's our passion, our purpose, our focus and our goal. It's what we've done for more than 20 years.

BRAND is a full-service marketing and communications firm that combines integrated strategies and tactics, sophisticated creative, and cutting-edge digital with traditional media executions.

We have worked with a broad spectrum of clients from innovative start-ups in emerging industries to Fortune 500 companies, including some of the world's most prestigious hospitality brands: MGM Resorts International (Bellagio, MGM Resorts, Mirage and Park MGM), Bally's and Paris Las Vegas.

We have also served clients in the commercial real estate and wealth consulting industries, practitioners and product marketers in the aesthetics industry, and other CPG manufacturers and distributors.

Our talented team and comprehensive capabilities are ready to help build your brand and position it for market leadership.

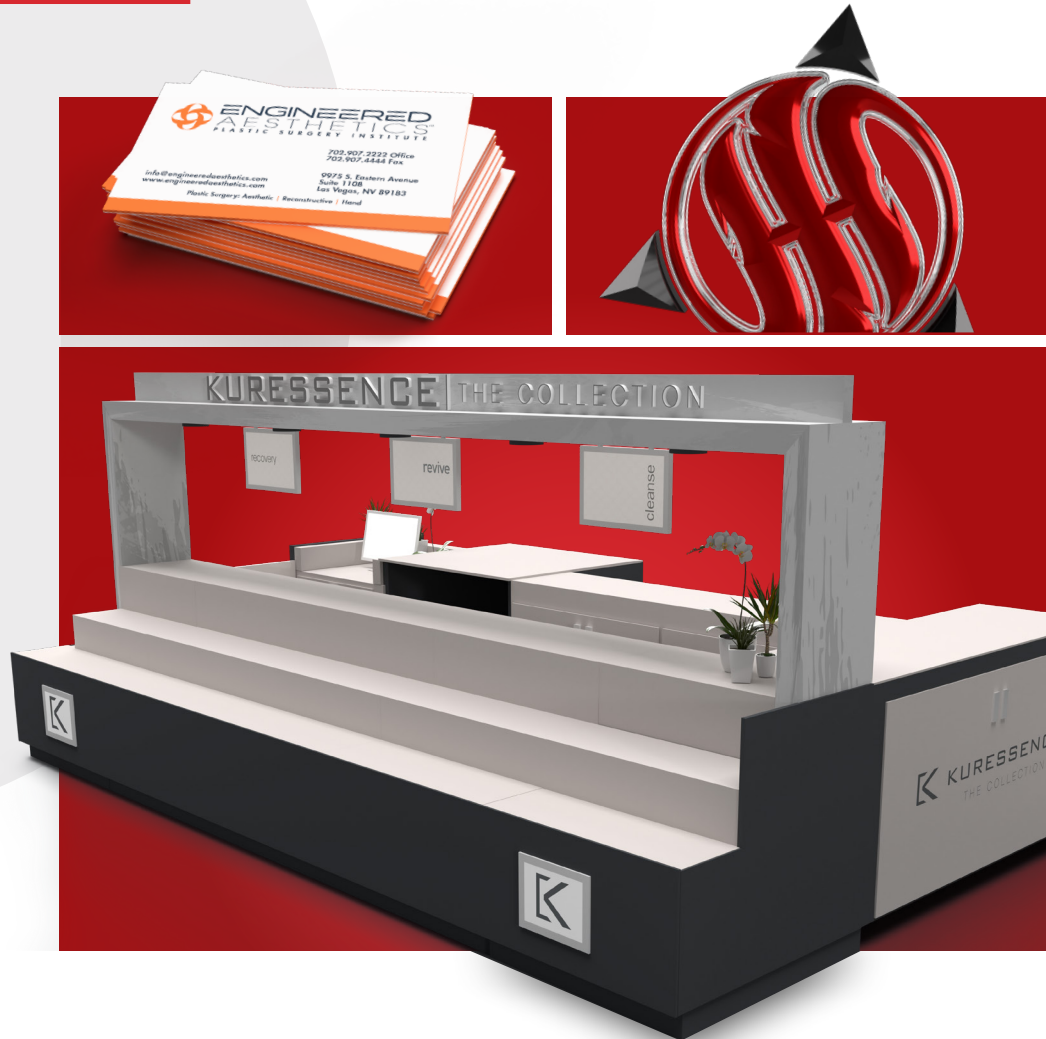
Creative
Development

Your brand has a story to tell.

And we're the storytellers.

We capture the essence of your brand – it's mind, heart, soul and body. We bring it to life in the marketplace using language, design, photography, video and more. Our creativity empowers your brand to be seen, heard and remembered as a unique individual who stands apart from all others.

Creative Development



Identity.

We can build your brand identity from the ground up with bespoke graphic design, typography and colors. Or we can evolve and reinvigorate your existing logo to keep it relevant, compelling and competitive.

Visual Design.

In a fast-paced, distracted world bombarded with non-stop information, our graphics and page designs stand out, focus attention and lead consumers where you want them to go. We create the visuals that help tell the stories your audiences need to hear.

3D Modeling.

Our 3D modeling expertise empowers a more dynamic approach to creating cutting-edge ads, graphics, packaging, presentations, retail spaces, architectural designs and more. It enables us to create fresh, unexpected, effective new ways tell your stories to consumers and express your brand anywhere in the marketplace from Main Street to the Metaverse.

Creative Development



Package Design.

We combine a touch of inspiration, art and science to create your ultimate touch point. Our package designs deliver the information, shelf appeal and brand integrity that entices consumers to investigate, learn, decide and purchase.

Copywriting.

We write copy that pushes through consumer filters and pulls them into a trust relationship with your brand. We write commercials and websites that draw them into the sales funnel and lead them to conversion. Our social posts inform, validate their interest and build brand loyalty and advocacy. We make every word count.

Original Photography.

Your brand's story, customers, products and people are unique. Capturing and communicating these key differentiators in images requires an artistic eye behind the camera and in front of the computer.

With experience in lifestyle, product, corporate and architectural photography, we'll get the shot. Our expertise in digital retouching and processing makes every shot worth far more than a thousand words.

Creative Development



Video Production.

Video can be your most powerful storytelling medium. And we can produce anything from award-winning commercials and corporate presentations to effective training videos, to engage-worthy, share-worthy and save-worthy social media content.

POS + Product Display.

We maximize the value and impact of every square inch of retail real estate your brand commands. When consumers are ready to buy, we make sure your products and offers are positioned to compete for their dollars and win.

Exterior + Interior Signage.

We make sure consumers spot your business and get through your front door. We make your brand and key messages stand out and communicate effectively. We streamline the shopping experience and make it easy for customers to find what they need and get out the door, fast and satisfied.



Store + Architectural Design.

Store design sets the stage for a rewarding retail customer experience. From interior floor plans and optimized traffic patterns, to display counters and cabinets, to furnishings, fixtures, colors and finishes – our designs welcome customers, surround them with the visuals and values of your brand, and guide them along the retail pathway from engagement to purchase.

We also provide comprehensive turnkey architectural services from research, consultation and programming, to schematic and design development to construction documentation, administration and management. We transform your functional requirements and design vision into unique spaces and structures that meet your needs and your budget.

Digital Marketing

SEO, UX, PPC,
SMS, CRO.

We speak digital language.

From full-scale web design to focused social media marketing to comprehensive data analysis, our digital expertise aligns with your strategic needs to deliver exceptional, measurable results.

Digital Marketing



Website Development.

Our website development team creates effective turnkey sites, optimizes existing sites, provides ongoing maintenance and management, and everything else in between. No project is too big, no detail is too small, and no timeline seems impossible.

UX & UI Design.

An ideal user experience is integral and critical to the success of any site. We create intuitive UX and UI designs that engage visitors and guide them to the content they need, and the outcomes you expect.

SEO & Content Marketing.

SEO is the foundation of all digital marketing and the lifeblood of effective, long-term digital strategies for every business. We'll develop a comprehensive strategy that delivers maximum results, or tailor implementations to optimize your budget.

Local SEO.

This is the most important digital endeavor for any local business with brick-and-mortar locations. We make sure your business is highly visible to your local target audience and we help drive them through the front door.

Digital Marketing



Paid Digital Advertising.

We deliver effective video, banner, display, social and search advertising, and targeted media strategies that optimize your conversation rate and increase overall sales.

PPC Advertising.

Pay-Per-Click is the best-known form of text ads. We create PPC campaigns that engage consumers, deliver them to your business and mobilize the conversion process.

SMS & Chat Marketing.

Both SMS marketing and chat marketing (via messenger apps) have the potential for deep engagement and high conversions. We can plan, execute, and monitor a strategy for both types of messaging.

Social Media Marketing

We create content that aligns your brand's identity, values and voice with strategies that capture attention and, ultimately, lead to monetization.

Review Marketing.

92% of consumers decide whether or not to purchase a product or service after reading just three or four online reviews. We help your business earn high quality reviews consumers can trust. We make sure that 92% works in your favor.



Influencer Marketing.

This indirect, yet powerful social media advertising strategy has enormous potential for many businesses. We'll put your products and your story in the hands of the right influencers and get your messages to their followers.

Email Marketing.

This digital strategy is probably most beneficial for e-commerce brands, but it still plays an important role for all businesses. Our email strategies resell and cross-sell to your consumers.

Conversion Rate Optimization.

This is one of the most advantageous projects for your business. First, we measure your current conversion performance. Then, we create a more effective way to funnel your audience to the outcomes you want.

Data Analysis & Reporting.

There's no reason to invest in any marketing endeavor that cannot be measured. We'll make sure you never leave money on the table or miss an opportunity to gain a competitive advantage.

Building strong public & media relationships.

We create credibility, engagement, influence and trust.

Even though “earned media” isn’t paid for, it often requires more time and effort than traditional advertising to plan, execute and achieve results. Once our team creates your unique PR/MR strategy, we conduct ongoing outreach to key media outlets and important community organizations to ensure your stories are being told to the targeted audiences that need to hear them

Public & Media Relations



Media Relations.

Our team develops PR ideas and story angles, identifies appropriate media outlets, and creates the ideal timeline for pitching various opportunities to the media.

Pitching.

We do the research and crafting to ensure your story is timely and newsworthy. Then we compellingly "sell" your story so media will actually listen to it and recognize its news value.

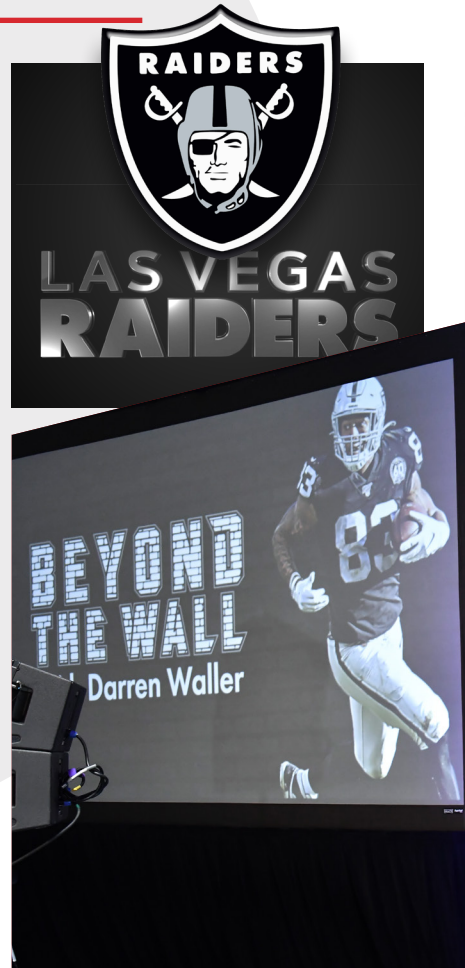
Press Release Writing.

Your business always has important stories to tell. We make sure they are written correctly and in a way that will garner the maximum, positive media attention.

Press Release Distribution.

Targeted media distribution is key to the success of any press release. We research key publications and contact key editors and reporters who recognize the value your content has to their readers, viewers and listeners.

Public & Media Relations



Editorial Writing.

We identify timely topics to pitch to publications and write columns that showcase your capabilities, expertise and leadership in these areas.

News Bureau.

We work closely with your team to generate news content hosted on your website or digital assets. These stories become sources for media and expand your story footprint.

Press Kits.

The press kit is the most informative and useful collection of background material about your company. We write your who, what, when, where how and why.

We create a comprehensive, go-to resource that positions your business as a serious player in your industry, marketplace and community, as well as a reliable source of information and insights.

Media Alerts.

We send announcements of breaking news and upcoming events to key media connections. This includes relevant context information, as well as reasons why they need to cover these stories.

Public & Media Relations



Community Relations.

There's no better way to make a positive, newsworthy impact than to contribute to the life, health and wealth of the community you live in and serve. We help ensure your participation wins the respect, admiration and support of your neighbors.

Event Planning & Execution.

From local press conferences to national tradeshows to global brand and product launches, we create the buzz that captures attention, focuses interest and compels key audiences and the media to attend either online or at the venue.

Media Training.

We conduct extensive media training that prepares your spokespersons to go toe-to-toe with the media and represent your business in the best light. We also provide key talking points and response coaching for upcoming interviews. And we make sure you're camera-ready, poised and ready for anything.

Awards.

We research awards that will enhance your company's reputation and create valuable new media opportunities. We also coordinate submissions, compile data and submit applications on your behalf. Of course, if you win, we tell the whole world all about it.

Public & Media Relations



Crisis Management.

It's not about IF it happens, it's WHEN. Our Crisis Management team ensures that your company is fully prepared with the appropriate plans and protocols required to proactively handle any crisis. When it happens.

Client Reporting, Media Monitoring & Analytics

Constant communication with a client is crucial to the success of public relations. We are a true partner in every effort to market and promote your company. So, we always keep the lines open and the information flowing to ensure you make the most of every opportunity.



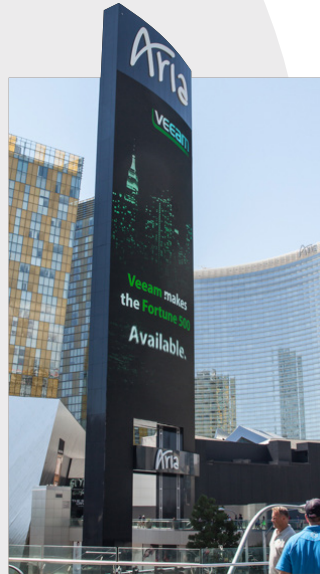
Market Communications & Strategic Services

Brands are about people.

We bring your brand to life and into the lives of your customers.

We create comprehensive branding and marketing strategies that determine exactly who you brand is and how it will succeed in the marketplace. We create and implement effective tactics that engage and inspire consumers, earn their trust, and build lasting, loyal, personal relationships.

Market Communications & Strategic Services



Advertising.

We create and place all types of digital and traditional advertising from banners, social media and content ads to OOH, print and broadcast ads. We integrate your branding, messages and offers into advertising that compels consumers to pay attention, engage, interact and follow through. And we place these ads precisely where your targeted prospects and customers will find them.

Media Planning & Buying.

We tap our arsenal of media networks and outlets, and deep budgeting expertise to not only save you money, but also get your ads the placements, impressions and conversions that others might not find or even realize are available.

From local and spot placements to strategic, integrated, national multimedia campaigns, we have the creative and buying power to deliver ads that cut through and hit home.

Sponsorships & Activations.

We work with national and international brands to develop effective co-marketing, dual-branding and advertising partnerships. Our goal is to seek out strategic alliances and collaborative sales initiatives that generate new value and revenue.

We help identify and secure these partnerships, suggest endorsements, and implement experiential activations that position your brand in the right place at the right time and in front of the right audiences.

Market Communications & Strategic Services



Event Development.

From initial conceptualizing and design to finishing touches, we handle all aspects of creating unforgettable events that meet your goals and keep guests talking about your company long after the party's over.

We also provide professional quality videography and post-production services to create high-impact sizzle reels, event coverage for news outlets and social media posts, documentary content, and more. We make sure you get the most video mileage before, during and after your event.

Strategic Branding.

A brand is not a "something." It's far more than a logo on a label on a bottle on a shelf in a store. It's a person. A "someone" consumers can relate to, rely on and admire. Someone they can believe in.

We brand each company, product and service with a unique brand DNA, a unique mind, heart, soul and body, a unique personality and voice. This empowers a brand to fully engage and interact with consumers. To build and grow real relationships. To earn trust that leads to brand loyalty and advocacy.

We create brands that people want to know, get behind and care about for years to come. Brands that can make a meaningful difference in one life or millions of lives.

Market Communications & Strategic Services



Strategic Marketing Plans.

We create the comprehensive Strategic Marketing Plan that specifies all of the strategies and tactics required to take your brand from market launch to market leadership.

This detailed, reliable roadmap gives your brand the clear vision and direction it needs to navigate every twist and turn on the road to success. The intelligence to meet every challenge and seize every opportunity along the way. To outsmart the competition and achieve its goals.

Branding & Marketing Consulting.

In order to improve, you first have to know where you are and where you want to go. We begin with a deep dive into your existing marketing strategies, tactics analytics. Then we make sound, practical recommendations based on our expertise and experience.

Market Communications & Strategic Services

Contact us.

702.257.2345

From project work to strategic relationships, from digital and traditional marketing and communication services to advanced solutions powered by cutting-edge technologies, put our team to work.