

# ABOUT US

THE FUTURE FOUNDRY

The Future Foundry is a creative consultancy. We provide a hybrid design and communications service that has been developed over the past 15 years. We work intimately with clients to solve brand challenges. Since 2014 we have been providing strategic consultancy and design services to small and medium sized businesses throughout North America.

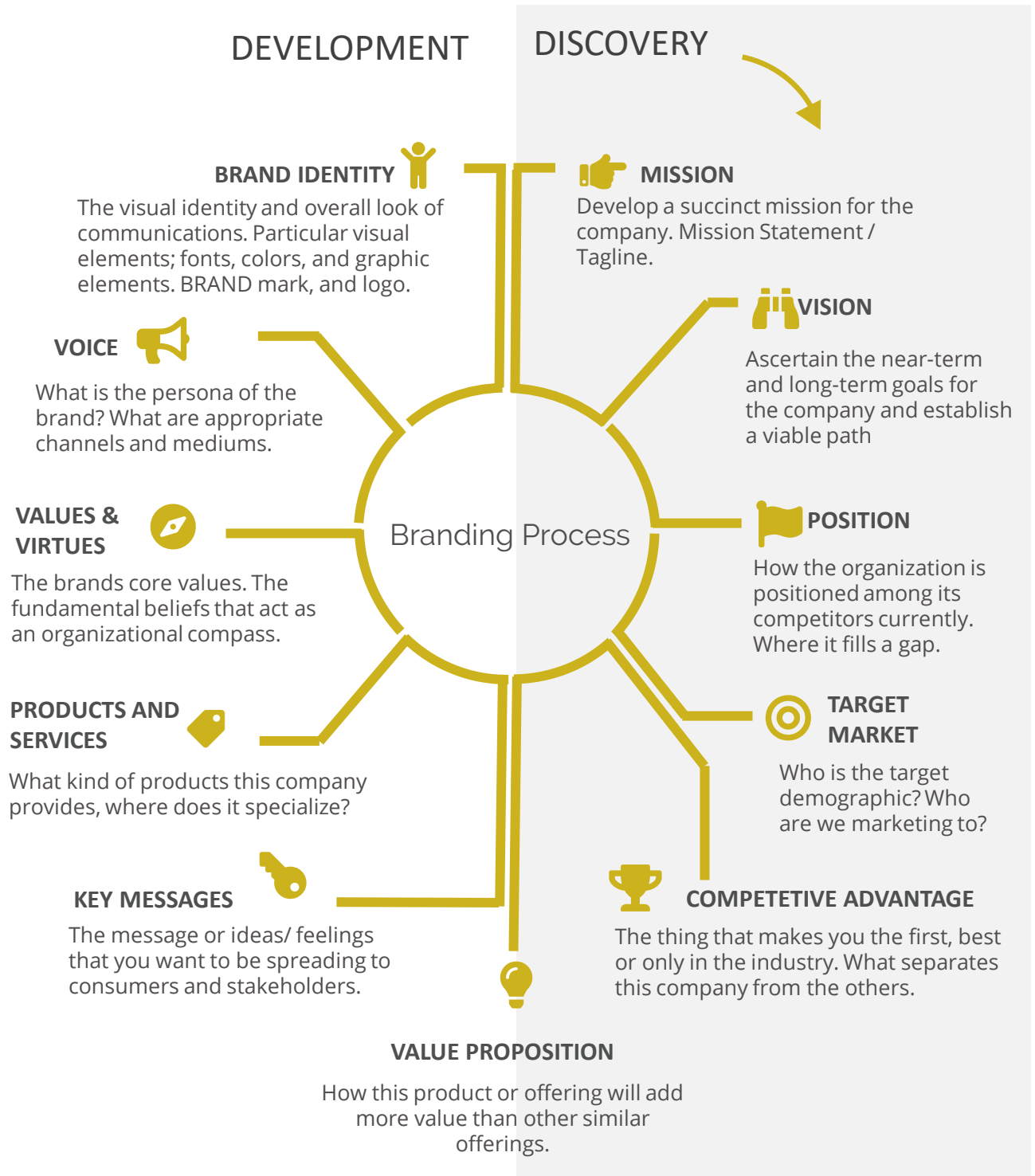


THE FUTURE FOUNDRY

# BRAND STRATEGY

DISCOVERY & DEVELOPMENT PROCESS

We will take your company through our branding process to extract the components with which to better communicate your offering. The process will provide a detailed summary of the following.



# DISCOVERY

Brand Strategy - Stage One

*Defining these aspects of your business now will help you navigate your company's growth beyond what a business plan alone can offer.*



## MISSION

The mission for this initiative is a crucial element, because of the potential size of the business. Both in terms of potential offering to the market and growth of the business. We aim to establish a mission that will resonate well in today's social climate and clearly defines the business for purposes of internally clarity, branding and external messaging.



## VISION

Organize your dreams into an achievable vision. We believe in a mastermind concept where multiple minds have a higher chance of success than just one person's thoughts. By working towards establishing a common vision we can navigate a path with far less obstacles. We will define common goals for achievement and prosperity into the company's future.



## POSITION

The greatest variable in a company's success is their marketing and to market well requires a fair amount of understanding of your competitive market. Within the jewelry sector, exists an infinite amount of competition. Our work here will focus on establishing who our direct competition is niche markets and how to best leverage our position and thus enhance marketability.



## TARGET MARKET

The understanding that we establish around your target market will be used to design most aspects of the brand's communication and design. We will work to develop archetypes in order to identify a particular customer and tailor your marketing. Furthermore, we will be able to identify potential partners to work with.



## COMPETITIVE ADVANTAGE

Within the matrix of competitive advantage are four areas with this company falling into the 'differentiation focus' category. This means that the only remaining competitive advantage will be to differentiate both product and marketing from our competition. We will work with you to establish a solid competitive advantage to provide a more stable platform for success.



## VALUE PROPOSITION

As a last component of the Discovery phase, we will focus on enhancing the company's value proposition. The product itself needs to represent more than its monetary value. At this stage, we look at how we can maximize that advantage through added value, social proof, and deeper purpose.

# DEVELOPMENT

Brand Strategy - Stage Two

*Defining these aspects of your business now will help you navigate your company's growth beyond what a business plan alone can offer.*



### KEY MESSAGES

Development of key messages for your company will set the stage for all related copy. Marketing materials that are created at a later stage will draw from the key messages. All messaging to the public and can be drawn from what we create and will serve as a resource for communications going forward,



### PRODUCTS & SERVICES

We aim to establish a solid understanding of the fundamentals of your products. In this phase of development we will look at all available options for revenue streams and work with you to decide on a path for the creation and distribution of the chosen products and / or services that the company will provide.



### VALUES & VIRTUES

The values of your company and it's founders shall be extracted and infused into the messaging and marketing of the company. This is a foundational practice for any company and will help us differentiate. The brand exists to exude the principals adopted in this phase of development.



### VOICE

Here we will help define the language that your unique brand speaks in. As the brand itself will begin to develop its own personality, what we define here initially will be the seed. Secondly we will look at which channels to use for promotion.



### BRAND IDENTITY

As a last component of the development the work to this point will culminate in a Name, logo, colors, typeface and associated imagery that are the visual expression.