

# What is at the **CORE** of your brand strategy?

LET'S LOOK AT WHAT IT MEANS  
FOR A COMPANY THAT  
PROVIDES SERVICES

marketiser



# It is the reason your company **EXISTS**

IT IS YOUR TRUE NORTH AND WHY  
YOUR BUSINESS EXISTS BEYOND  
MAKING MONEY.



**The UNIQUE  
JOURNEY of your  
company's origin**

AND WHERE YOU ARE HEADING.



**Core values help  
you to create a**

**NARRATIVE**

THAT SHAPES HOW YOU  
COMMUNICATE YOUR BRAND.



# Helping **PROFESSIONAL SERVICES brands**

TO MAKE SENSE OF THE HIDDEN,  
CONFUSING AND UNDEFINED  
MARKETING POSSIBILITIES FOR  
THE FUTURE

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