

**PRB** STARTER

# BRAND RE:IGNITION

**360° BRAND TRANSFORMATION**

for rebels with a cause and burning ambitions to scale

# WE FUSE CREATIVITY **AND** PSYCHOLOGY



**Fusing fearless, collaborative ingenuity with the power of psychology, we create identities that make meaningful impact.**

✦ We understand people ✦ Tap into intuition ✦ Connect with hearts and minds.

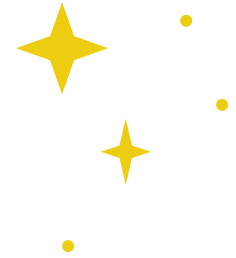
In other words: we craft powerful brands that work from the inside out to drive growth, build businesses and shape the future!

And we coach you and your teams through the whole process.

# IMAGINE HOW FAST YOUR BUSINESS WOULD GROW...

If you could package up all of your unique value and communicate it to the world with every breath.



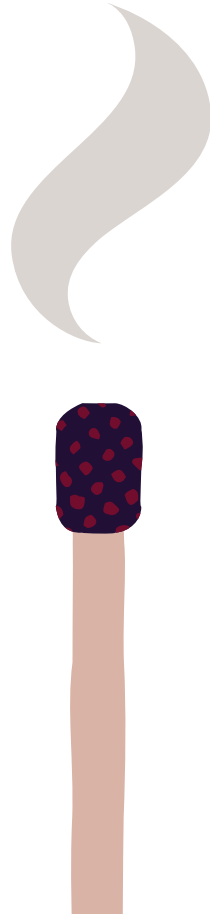


**This is exactly what BRAND RE:IGNITION is designed to do.  
And much more besides, you'll also:**

- ✦ Disrupt your niche by positioning your company as the go-to expert.
- ✦ Win new business more easily, on your own terms and at the prices you want to charge.
- ✦ Attract the best talent and partnership opportunities in your field.
- ✦ Protect your business from feast and famine cycles.
- ✦ Maximise the market value of your company ready for sale or cash injection from investors.

# FEELING BURNT OUT?

So where are you now?  
You own your own business.  
All in all, it's working. But  
you have ambitious plans to  
grow and right now you feel  
you're not making enough  
of an impact.



If this is the case then you're probably experiencing at least one of the following:

- Your business is not scaling with any speed or predictability.
- You're struggling to attract top-tier clients, team members and/or investors.
- You worry that unless you discount or incentivise, you risk losing deals, leaving you feeling under-valued and under-paid.
- Newcomers are breaking into your space and infringing on your market share.
- You're working around the clock yet NOT focusing on growing your business.

# TIME TO RE:IGNITE THE FIRE

With a stand-out brand identity and persuasive unique value proposition. Both of which are ingeniously designed and perfectly pitched to:

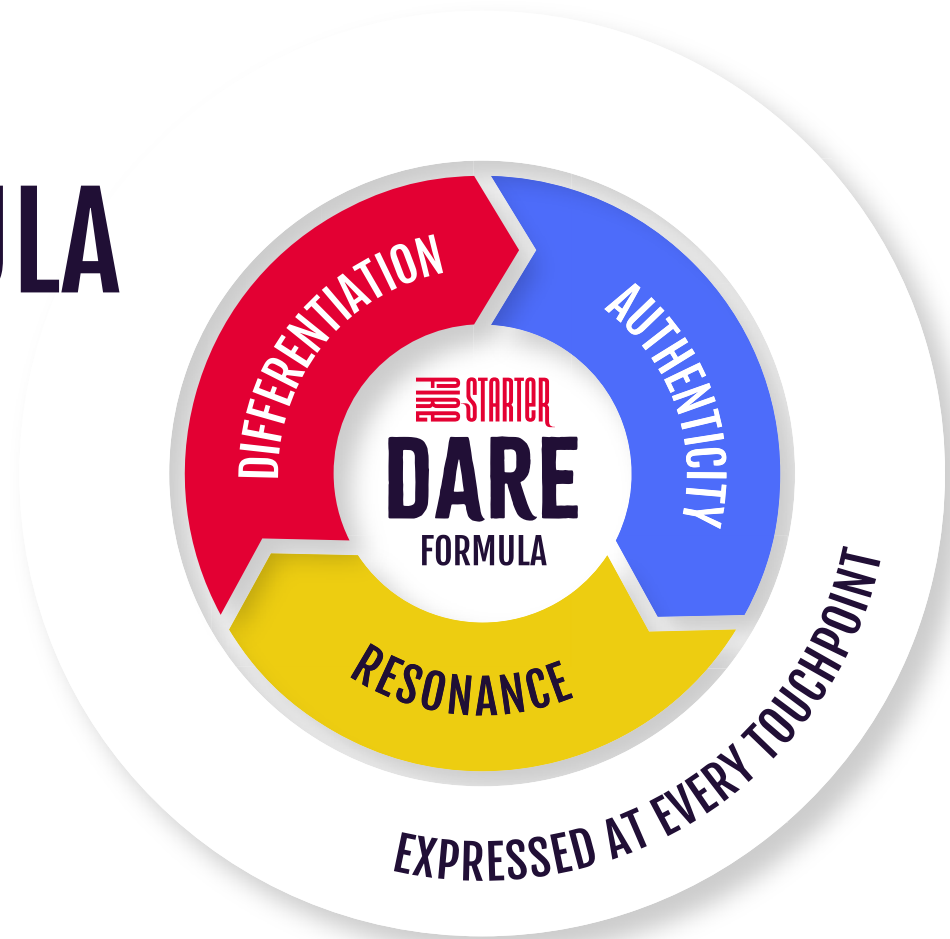


- ✦ Forge deeper connections with your ideal clients, increasing warm leads, conversions and inbound enquiries.
- ✦ Communicate every ounce of your value so that you have no problem commanding premium prices.
- ✦ Be magnetic, drawing the right people to your team.
- ✦ Increase the value of your business, to achieve the best price at sale, or raise funding when you need it.
- ✦ Fast-track your business growth and entrepreneurial freedom.

# INTRODUCING OUR **DARE** FORMULA

The world's most renowned and effective brands have four ingredients in common; They are all Differentiated, Authentic and Resonant and they Express this at every single touchpoint.

Our **BRAND RE:IGNITION** programme is built around this formula and combines strategy, science and creative ingenuity to ensure that your brand is as engaging, effective and powerful as it can be.





**DARE to become known, liked, trusted and remembered...**

## **DIFFERENTIATION**

Differentiation is the single reason people choose to buy from you and no one else. Without this any business you win comes down to offering the cheapest price. We place huge importance on differentiating you because this is what you will become **KNOWN** for.

## **RESONANCE**

Here we focus on winning the hearts and minds of your ideal clients. When you're tuned in to what's most important to them, you can base your whole business around delighting them, it's no wonder you become so **LIKED**.

## **AUTHENTICITY**

This is everything that makes you YOU. Your vision, values, passion and personality. This combination is almost impossible to emulate. We craft your brand from the inside out because when it's truly authentic your business is more easily **TRUSTED**.

## **EXPRESSION**

This is about consistency. Making sure that your every connection with the outside world oozes the very essence of your brand. Over and over again because that's how we ensure you are **REMEMBERED**.

# UNPACKING BRAND RE:IGNITION

## BRAND DISCOVERY & STRATEGY

We begin your Brand Re:Ignition journey with your DARE Discovery workshops. Fun and high energy, the workshops give us an in-depth understanding of your business and a comprehensive brief for the creative.

Your brand strategy is formed in real time with you and your team as we progress through your workshops. And between each we focus on writing your core brand messaging.

### WORKSHOP 1

## AUTHENTICITY

**FOCUS:** You. Your business. Your unique perspective.

**IMMEDIATE BENEFITS:** Increased clarity and direction. Simple but powerful tools you can employ straight away to get the whole team aligned to your vision and working towards the same goals.

**LONG TERM ASSETS:** Vision statement. Mission or purpose statement. Core brand values and beliefs. Brand personality guide.

### WORKSHOP 2

## RESONANCE

**FOCUS:** Your ideal customers. Your people. Your partners.

**IMMEDIATE BENEFITS:** Irresistibility. Discover how to appeal to and communicate effectively with people at every level. Whether they are potential clients, affiliates or team members.

**LONG TERM ASSETS:** Ideal client profiling and avatars. Brand communication guide.

### WORKSHOP 3

## DIFFERENTIATION

**FOCUS:** Your products and services. Your competitors. The marketplace.

**IMMEDIATE BENEFITS:** A game-changing competitive advantage. An understanding of how your brand needs to look and feel.

**LONG TERM ASSETS:** Unique value proposition. Your market positioning. Core sales messaging framework.

# BRAND CREATIVE & DELIVERY

Now you can relax and leave it all to us! We have all the background information we need to create your impactful new brand identity and it's time to bring it to life!

At every stage we present our ideas and designs to you for your feedback. Then we'll arrange a handover to give you everything you need to use your new brand.

## STEP 1

### WE TURN ON THE INGENUITY

**LOGO DESIGN:** First we design your logo. We'll provide three creative routes for you to choose from, and then develop your favourite based on your feedback.

**BRAND STYLING:** We select your colour palette and fonts then create brand styles for layouts, imagery and graphics. We'll show you how they all work together in up to 3 applications of your choice, giving you full confidence to sign off your new brand.

## STEP 2

### WE WRITE AND DESIGN YOUR BRAND BIBLE

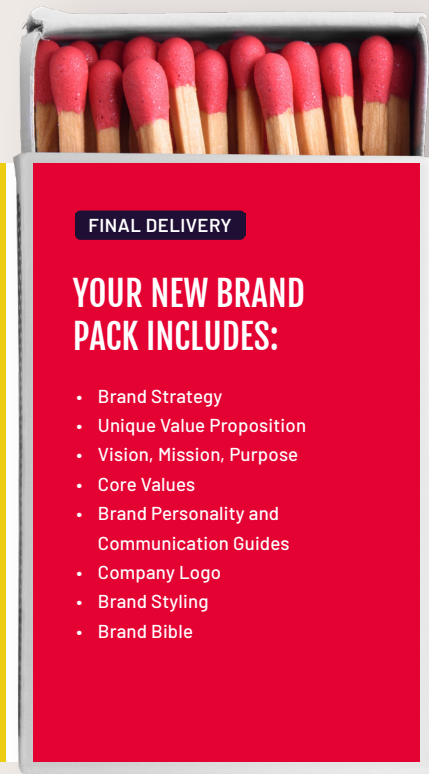
This clear and comprehensive guide to using your brand is essential in helping you and your team to show up cohesively, coherently and consistently.

Inside you'll find instructions on everything from your UVP to how to use your logo. Share this with all the people working in, or on behalf of, your business to make sure they understand how to represent you at every step.

## FINAL DELIVERY

### YOUR NEW BRAND PACK INCLUDES:

- Brand Strategy
- Unique Value Proposition
- Vision, Mission, Purpose
- Core Values
- Brand Personality and Communication Guides
- Company Logo
- Brand Styling
- Brand Bible



# FEEL THE LOVE

Here's why you'll love working with us...



## EXPERIENCE + EXPERTISE

We bring decades of experience from the world of branding together with game-changing insights from a deep understanding of psychology. We honed our skills working for blue-chip companies like KPMG, Samsung, and CIMA. Then decided that we wanted to work with people just like us. Firestarter was launched to serve rebel with a cause entrepreneurs with small but viable businesses and big disruptive dreams.

## CREATIVE + COMMERCIAL

Our slogan is 'brands fuelled by ingenuity' for a reason. Far from one-dimensional, Firestarter's 360° approach means that we design your brand to be effective on all levels. Not only to woo new clients but to help you recruit, secure investment and attract partnerships. When it's firing on all cylinders your brand benefits every area of your business to ensure it grows in a fast, yet sustainable, way.

## PASSION + PERSPECTIVE

We share your passion for innovation and your love for business. We know how driven you are to delight your clients and disrupt your industry because we are too. We know how compelled you are to drive positive change and make money at the same time because we are too. The difference? We know how to create powerful brands, whereas you know how to change the world. Together we are unstoppable.

# Thoughts from our clients...

Working with Firestarter was not only easy and fun, it was enlightening and educational. We have clarity for the first time in 10 years!

The entire experience was one of the best investments we've ever made. It's made me fall back in love with our company!

The Founding Directors, Dapatachi

Firestarter re-ignited our brand above and beyond all expectations. Their passion, commitment, energy and creativity are endless.

The end result is one of the greatest gifts – a brand that is fresh yet sustainable, representing everything we are.

Michelle Roughan, CEO, Easy Avenues

Firestarter worked hard to understand and articulate our unique value and then orchestrate the correct branding, images, and words.

This has resulted in a steady stream of clients who are the perfect fit for our business.

Michael Padilla-Pagan Payano, CEO, ICE24

**“IT’S MADE ME  
FALL BACK IN LOVE  
WITH OUR COMPANY!”**

Founding Director, Dapatchi

# BRAND RE:IGNITION PORTFOLIO







# NOT SURE YOU'RE READY FOR A FULL REBRAND?

## 1 Book a Brand Strategy Illuminator

Curious to find out what you could achieve by rebranding? We'll give you expert advice on whether it will benefit your business. Our Illuminator will help you reach clarity and make the best decision for your business.

## 2 Arrange for a full Brand Audit

We'll run our full diagnostic to make sure your brand is firing on all cylinders and identify all the areas for potential improvement.

## 3 Or, why not trial us on a smaller project first?

We'd love to help you with a mini branding project... perhaps for a new service or an event.

Or finally, feel free to speak to us about running any of our **DARE Discovery Workshops** as a one-off.

# ANY QUESTIONS? STRIKE UP A CONVERSATION

We'd love to hear from you.

CALL: 07718 579963

EMAIL: [mailus@firestarter.live](mailto:mailus@firestarter.live)

VISIT: [firestarter.live](http://firestarter.live)



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