

S'MORE ABOUT TEST MONKI



WHAT WE DO

1 BRAND RESEARCH AND STRATEGY

Research and strategy (a.k.a. the crackers) are what hold everything together. Yes, we know this is the dry, boring part of the process that you'd like to skip because of time, money, energy or boredom. And yes, you can go straight to the fun stuff like marshmallow or chocolate but without the two crackers, your s'more (we mean brand) would fall apart.

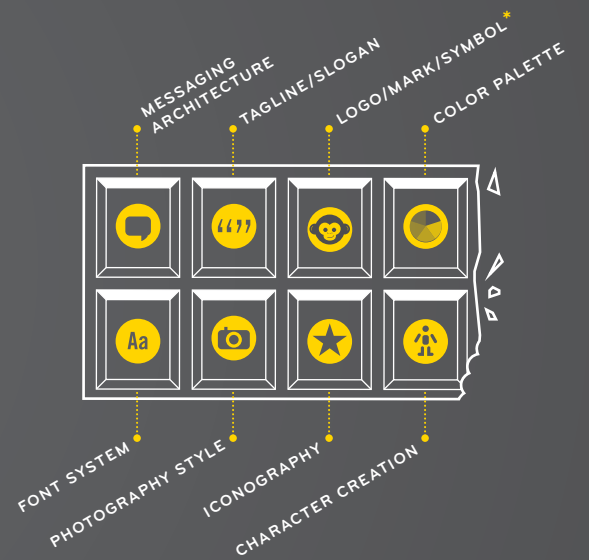


FORMULA FOR SUCCESS

$$\begin{matrix} \text{Client} & \text{Test Monki!} \\ \downarrow & \downarrow \\ (X+Y)+Z & = \text{SOLUTION} \\ \uparrow & \\ \text{Need/Problem} & \end{matrix}$$

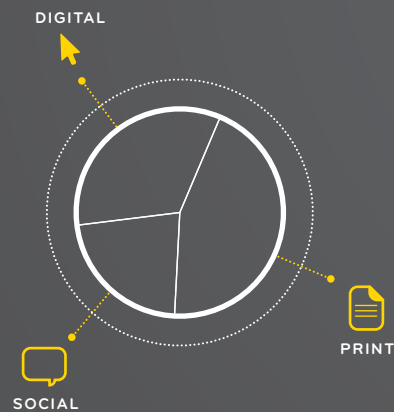
2 BRAND DEVELOPMENT

Yum...the chocolate goodness. The tastiest part of the brand in our opinion. Think of brand elements like a chocolate bar. Just like a bar of chocolate, a solid brand is made up of multiple pieces (i.e. logo, color palette, photography style, fonts, etc.) that work together to give your brand personality.



3 BRAND EXPERIENCE

The largest and most emotional piece of your brand. Each time someone interacts with your brand, whether it's the music playing in your store, your tweets or the smell of your receptionist's perfume, they are "experiencing" your brand. Your brand experiences goes far beyond your website, brochure or even your product.



**This is not your brand! See below.*

WHAT A BRAND ISN'T

- A LOGO
- A COLOR
- A TAGLINE
- A PRODUCT
- WHAT YOU SAY/ THINK IT IS

WHAT A BRAND IS

- ALL PARTS OF YOUR BUSINESS EXPERIENCED BY SOMEONE
- AND
- THEIR UNIQUE INDIVIDUAL PERCEPTION

OUR PROCESS FOR AWESOMENESS

PARTNERS = WE WORK WITH YOU, NOT FOR YOU



WHAT YOU GET*

SERVING SIZE: 1 CLIENT	% DAILY VALUE
A BRAND ECOSYSTEM	100%
MORE RAVING FANS	100%
BRAND EVANGELISTS	100%
MORE, HAPPIER, BETTER CUSTOMERS	100%
MORE BLING	100%
ENTHUSIASTIC EMPLOYEES	100%
INCREASED MARKET SHARE	100%
JEALOUS COMPETITORS	500%
PAPARAZZI FOLLOWING YOUR EVERY MOVE	100%

*Legally we can not guarantee everything on this list.



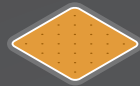
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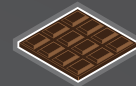
OUR SERVICES IN PAINFUL DETAIL

BRAND RESEARCH AND STRATEGY



Clarify Vision, Strategies, Goals, & Values
 Naming Research & Strategy (*business, service and/or product*)
 Conduct Audits:
 -Visual Brand
 -Marketing
 -Competitive
 -Technology
 -Design
 -Message
 Brand Architecture Strategy & Definition
 -Monolithic Brand
 -Sub-brand or Subsidiary Brand
 -Endorsed Brand
 -Pluralistic Brand
 Brand Experience Assessment & Analysis
 Brand Experience Mapping & Architecture
 Brand Promise (*what the brand stands for*)
 Develop Positioning Platform (*where a brand stands in the market*)
 Brand Personality (*if a brand was a person, what are its traits*)
 Tone (*how a brand sounds*)
 Ideal Customer Model (*defines who your true target is or needs to be*)

BRAND DEVELOPMENT



Messaging Architecture
 Tagline/Slogan
 Logo/Mark/Symbol
 Color Palette
 Font System
 Photography Style
 Iconography
 Character Creation

SERVICES ARE FOR
 New brands, rebrands,
 brand refreshes, or any
 type of brand "updates"

BRAND EXPERIENCE

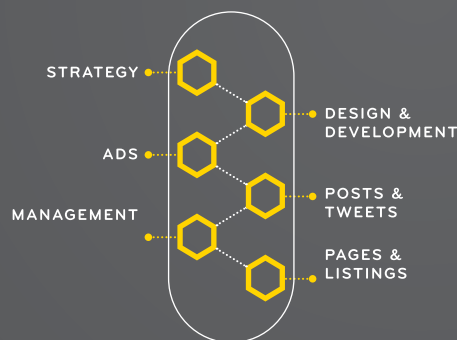


DIGITAL & INTERACTIVE

User Experience Strategy
 Digital Strategy
 Mobile Strategy
 Web Design & Development
 Blogs
 Microsites
 Web Banners
 Infographics
 Ads
 Presentations
 Email Campaigns

SOCIAL

Social Media Strategy
 Social Media Management
 Social Media Design & Development
 Events Strategy
 Events Design & Development
 Ads



PRINT

Business Cards
 Letterhead
 Envelopes
 Labels & Stickers
 Invitations
 Forms
 Brochures
 Folders
 Posters
 Catalogs
 Correspondence (*Thank You, Note Pads, Etc.*)
 Annual Reports
 Ads
 Vehicle Graphics
 Branded Merchandise
 Uniforms
 Promotions & Giveaways
 Trade Show Booth
 Billboards
 Signage
 Banners
 Packaging
 Infographics (*this deliverable is an infographic*)

SERVICES ARE FOR
 New or existing brands-
 these are just a
 handful of cool things
 we can do

KEYS TO CREATING & MAINTAINING A WINNING BRAND



- 1 Brands are personifications of organizations, products, services, and experiences; they are the source of relationships.
- 2 A brand should strive to evoke emotions and create sensory experiences.
- 3 Top management support is crucial to a brand's success.
- 4 Brand building begins with awareness.
- 5 A brand must stand for something.
- 6 Profound customer knowledge is essential to building winning brands.
- 7 The brand and its products and services must exceed customer expectations.
- 8 Relevant differentiation drives customer brand insistence.
- 9 A brand should exhibit admirable human qualities.
- 10 Constant product and service innovation build strong brands.
- 11 A brand should strive to create a sense of community.
- 12 The corporate culture must reinforce the brand essence, promise, and personality.
- 13 Internal brand building is essential to external brand building.
- 14 Front-line employees are key to a brand's success.
- 15 Engaging with a brand's customers will help the brand continue to thrive.



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