

**PRR** STARTER

# BRAND RE:IGNITION

THE 360° BRAND TRANSFORMATION PROGRAMME  
for accomplished entrepreneurs with a burning ambition to scale





**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 the **BRAND RE:IGNITION** Programme is designed to help you do.  
And so much more besides, because as a result 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 and economic downturn.
- ✓ Maximise the market value of your business ready for sale or cash injection from investors.

Placing you at the helm of a fast growing enterprise and on track to creating the life you desire.

## WHERE ARE YOU NOW?

You own your own business. All in all your business is working but you have ambitious plans to grow and right now you feel like you're standing still. If this is the case then there's a high chance you're currently experiencing at least one of the following:

- ✗ Frustration that your business is not scaling with any speed, predictability or consistent momentum.
- ✗ Frustration that unless you discount or incentivise then you're losing deals, leaving you feeling under-valued and under-paid.
- ✗ Difficulty in finding the right people for your team which means you're working around the clock and NOT focusing on growing your business.
- ✗ Constantly juggling a challenging cashflow while looking over your shoulder in the fear that a recession is looming.
- ✗ Watching as new-comers break into your space with clever new products which threaten to infringe on your market share.

Business doesn't have to be like this.

**BRAND RE:IGNITION** is designed to help you to turn things around.

## NOW CONSIDER THE ALTERNATIVE: WE HELP YOU TO CREATE A STAND-OUT BRAND IDENTITY AND PERSUASIVE UNIQUE VALUE PROPOSITION

Both of which are ingeniously designed and perfectly pitched to:

- ✓ Make you irresistible to your ideal clients, increasing warm leads, conversions and inbound enquiries.
- ✓ Communicate every single ounce of your value so that you have no problem commanding premium prices.
- ✓ Inspire others, acting like a magnet to draw exactly the type of people and partnerships you want to attract and nurture.
- ✓ Increase the market value of your business, enabling you to achieve the best price at sale, or to easily raise funding as and when you need it.

All of which fast tracks your business growth at a rate that leaves your competitors standing. And this is how we do it...

# INTRODUCING FIRESTARTER'S DARE FORMULA:

## DARE TO BECOME KNOWN, LIKED AND TRUSTED IN FOUR STEPS

Although they are wildly different, the world's most renowned and effective brands have four powerful ingredients in common. They are all **Differentiated**, **Authentic** and **Relevant** 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.

### D IFFERENTIATION

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.

### A UTHENTICITY

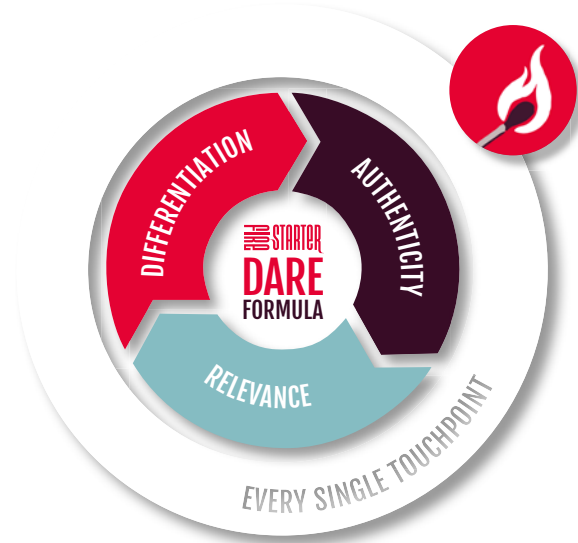
This is everything that makes you YOU. Your vision, values, passion and personality. This combination is almost impossible to emulate. We design your brand from the inside out so that you can relax knowing that when you are truly authentic you are easily **TRUSTED**.

### R ELEVANCE

Here we plan how to win the hearts and minds of your ideal customers. When you are completely tuned in to what is most important in their lives you are able to base your whole business around delighting them. You become their dream supplier, it's no wonder you are so **LIKED**.

### E VERY TOUCHPOINT

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





# UNPACKING BRAND RE:IGNITION

Stage One ]

## THE DISCOVERY STAGE

3 half-day **DARE** Workshops with dynamic shared Google Doc workbooks and interim telephone and email support.

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### YOUR BRAND STRATEGY:

We create this together in real time as we progress through the workshops.

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 statement. Core brand values and beliefs. Brand personality guide. Brand story.

Workshop 2 ]

## RELEVANCE

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

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

**LONG TERM ASSETS:** Customer profiling. Brand communication guide. Ideal customer avatars. Employer brand guide. Ideal team-fit avatars.

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.

Stage Two ]

## THE CREATIVE STAGE

We now have the perfect foundations for your new brand design, including a detailed brief for the creative, it's time to bring it all to life!

At every stage we present our ideas and designs to you in person. Once complete we arrange a handover meeting to give you and the team all the info you need on using your new brand.

## BRAND CONCEPTS

The big idea behind the visual side of your brand. For example, for Firestarter this is the matchbook and matchbox theme.

## BRAND DESIGN

Your logo. Your brand styling - colour palette, fonts and brand styles for layouts, imagery and graphics. We'll provide at least 3 creative routes for you to choose from, and we develop your chosen design based on your feedback. Upon approval, everything is supplied to you in all the formats you need to publish in print or digitally.

## YOUR BRAND BIBLE

This clear and comprehensive guide to using your brand is an essential tool in helping you to achieve brand consistency.

Inside you'll find instructions on everything - from strategy to how to use your logo. Share this with everyone who is working with or on behalf of your business to make sure they understand how to represent you at every step.



## WHAT YOUR 360° BRAND PACK INCLUDES:

- ✓ Brand Strategy
- ✓ Unique Value Proposition
- ✓ Company Logo (in all formats)
- ✓ Brand Styling
- ✓ Brand Bible
- ✓ Vision and Mission Statements
- ✓ Core Values and Beliefs
- ✓ Brand Personality Guide
- ✓ Communication Guide
- ✓ Brand Story
- ✓ Customer Profiling
- ✓ Ideal Customer Avatars
- ✓ Employer Brand Guide
- ✓ Ideal Team-Fit Avatars





# HERE'S WHY WE'RE CONVINCED THAT YOU'LL LOVE WORKING WITH US

## 1 EXPERIENCE AND EXPERTISE

We've honed and perfected our branding skills for over 25 years whilst designing brands and campaigns for blue-chip companies - Tesco, CIMA, and Samsung to name just a few. Then we decided that we'd love to work with people just like us. Firestarter was launched to level the playing field for entrepreneurs with small but viable businesses and big, exciting dreams.

## 2 CREATIVE AND COMMERCIAL

Our slogan is 'Brands Fueled 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 customers but to help you recruit, secure investment and also attract partnerships. When it's firing on all cylinders your brand will benefit every area of your business so that you can grow in a fast yet sustainable way.

## 3 PASSION AND PERSPECTIVE

We share your passion for innovation and your love for business. We know how driven you are to delight your customers and disrupt your competitors because we are too. We know how compelled you are to achieve great things and make money at the same time because we are too. The difference? We know how to create brands, whereas you know how to change the world. Together we are unstoppable.

## FEEL THE LOVE ...

WORDS ARE NOT ENOUGH... My brand was dull and boring and did not stand out in my crowded marketplace... Mickey was full of enthusiasm and exciting ways to take my brand to the next level. She took into consideration my personality traits, my vision and my core values. The result was beyond my wildest imagination... Mickey's vision, creativity and genuine passion is contagious and fuelled our meetings. I can't recommend Firestarter any higher than I already do, absolutely AWESOME!

Neil Barras-Smith, Managing Director, Total Legacy Care Ltd

One word... EXCEPTIONAL! Firestarter's 'out of the box' thinking gives brands a differentiating edge both visually and contextually. Mickey is at the top of her game! Her creativeness, combined with commercial focus and a real hunger for her clients to succeed, makes her an asset!

Vicki Moses, Founder of Vizmatic

I hesitated on spending money on branding, lots do. However, I can say working with Firestarter was money well spent! Mickey is a very experienced and creative marketer whose talent, passion and energy knows no bounds. Mickey has worked with Perfect Pet from the initial spark and has been an integral influence in the creation of the brand that we have today. I feel lucky to have found Mickey and the team at Firestarter, just like you will!

Natalie Surtees, Director of Operations, Perfect Pet Insurance



RESINACE



 **NEDSTART**



  
**alpha**  
UNDERWRITING

VIZMATIC

**NOT QUITE READY FOR THE  
FULL PROGRAMME? YOU CAN  
CHOOSE TO WORK WITH US IN  
OTHER WAYS...**

- 1 ] Why not trial us on a smaller project first?  
We'd love to help you with a mini branding project... perhaps for a new product or an event.
- 2 ] Or speak to us about running any of our DARE workshops as a one-off.
- 3 ] We're also happy to discuss providing your ongoing creative requirements. Speak to us about monthly package deals.

**ANY QUESTIONS?  
WE'D LOVE TO HEAR FROM YOU**

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[firestartercreative.co.uk](http://firestartercreative.co.uk)  
Brands fuelled by ingenuity