

The logo for Urban DNA Communications is centered on a white circular background. The word "URBAN" is in a grey, sans-serif font. "DNA" is in a bold, white, sans-serif font, enclosed within a yellow rectangular box. Below this, the word "COMMUNICATIONS" is written in a smaller, grey, spaced-out, sans-serif font.

URBAN **DNA**
COMMUNICATIONS

Why Build a Strong Brand?

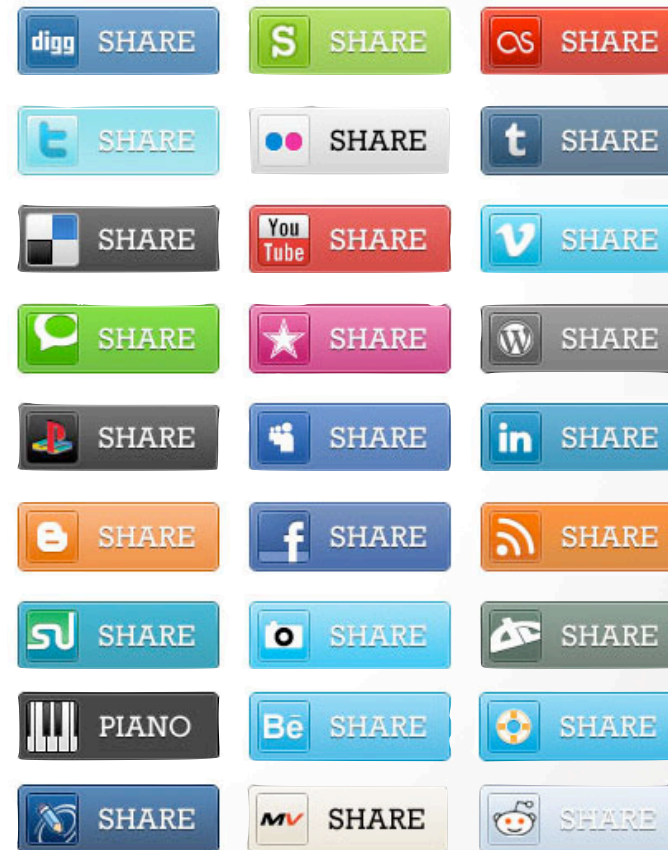
- For **Clarity**
- For **Credibility**
- To **Connect**
- To **Motivate**
- For **Loyalty**



What is the Urgency?

- The rapid growth of information flow has increased the clutter which brands must to break through.
- The need to establish a strong brand that can survive this onslaught is critical for success
- Many of today's largest brands come from the digital space

What is the Urgency Today?



The 4 Building Blocks of DNA Brand Building

- Block 1 : Envisioning & Personification
- Block 2 : Concept Theory
- Block 3 : Creative Experimentation
- Block 4 : The Reaction

Block I: Envisioning & Personification

- Take a thorough analysis of the brand from the past to the present
- Uncover the **truth** behind your corporate vision and how this will affect your brand
- Bring the brand to life by personifying it with both values and characteristics
- Map the results into a DNA framework that will define and build-out of the brand

Block 2: Concept Theory

- Drive creative based on your DNA framework from Block I
- Conceptualize Block I into a physical manifestation
- Review to ensure you have stayed true to your results from Block I
- Select the 3 strongest concepts that best represent the DNA framework
- Validate the 3 concepts

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Block 3: Creative Experimentation

- Review and solidify the strongest concept from Block 2
- Apply this concept to various real world applications to ensure that it is flexible and works in use (ex. package mock-ups, etc.)
- Validate these real world applications

Block 4: The Reaction

- Build-out of final concepts after validation in Block 3
- Implement concept in market
- Validate implementation

One Result

A DNA framework that will effectively define how the brand will live & breathe in the real world

Thank You

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