

Rapid Prototyping. Brand Strategy

Creating agile brand strategies that define what makes you the only brand in the world that....



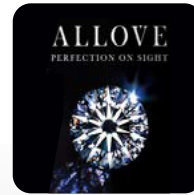
Walmart



KEF



Tsuchiya



Allove



One Binondo



Akai

Experience. Our Difference

Helping clients develop agile brand and business strategies in real time through immersive brand workshops and rapid prototyping.

Our team has deep functional expertise in developing brand and business strategies and can manage the entire process from Research, Analytics and Go-to-Market Strategy through to Naming. We turn in-depth consumer insights into commercial success. Whether it's a new brand creation or refreshment of an existing brand, our work is informed by a continuous stream of insights and innovation.

Being a multidisciplinary agency allows our clients to benefit from our full range of integrated Marketing, Website, Social Media and PR services – which are essential to the success of new brand launches.

10
Years
Experience

+400
Branding
Assignments

50%
Work is for
Returning Clients

Branding Services

Rapid Prototyping and Brand Strategy

Integrated workshops, rapid prototyping and research to create agile brand strategies that help brands to innovate and break new ground.

Brand Naming and Architecture

Helping you to plan the synergistic relationship between your parent brand and sub-brands. Ensuring that naming routes are feasible and future proof.

New Brand Creation

Creating the logo, brand grid system and stationery as well as guidelines for a range of media.

Brand Refreshment

Repositioning existing brands for the future through consumer insights, creative design and innovative brand activation campaigns.

Brand Launch and Activation

Creating go-to-market strategies, 360° marketing plans, key visual development and implementation across traditional and digital media.

Brand Books

Helping stakeholders become aligned with all facets of the brand strategy and identity through contemporary brand book design.

Key Contacts

Let's Connect - How can we help your business?

Base Creative Consultants

15 Floor, The Hennessy, 256 Hennessy Road
Wan Chai, Hong Kong
T +852 2868 2793
info@basecreate.com

Matthew Kinsman - Managing Director
matthew@basecreate.com
www.basecreate.com

Our Glocal Network

Creating brands in Europe and Asia

