



Does your brand need assistance?

Take a moment and think about your business and your brand's current situation. Below is a list of warning signs that will establish if your brand needs assistance. If some of the warning signs apply to your business, contact me today and let's get your brand to start working for you.

BRAND ASSESSMENT FORM	
✓	WARNING SIGNS
<input type="checkbox"/>	Our brand is outdated or doesn't exist.
<input type="checkbox"/>	We are not capitalising our brand at its full potential.
<input type="checkbox"/>	We struggle to differentiate ourselves from our competitors.
<input type="checkbox"/>	Our brand isn't unique and memorable in the market place.
<input type="checkbox"/>	Our brand name no longer reflects our company's vision.
<input type="checkbox"/>	Our brand message is communicated inconsistently across different mediums.
<input type="checkbox"/>	We're embarrassed to hand out our business card or website address.
<input type="checkbox"/>	Our brand identity doesn't reflect who we are as a business.
<input type="checkbox"/>	Our business has outgrown its current brand.
<input type="checkbox"/>	Our vision and competitive advantage is vague or poorly articulated.
<input type="checkbox"/>	Our brand has become overly complicated or diffuse.
<input type="checkbox"/>	We try to connect with a new target audience.
<input type="checkbox"/>	We are not attracting the right talent for our business.
<input type="checkbox"/>	Our main benefit or value proposition has changed.
<input type="checkbox"/>	Our market is changing.
<input type="checkbox"/>	Our business is moving into new markets.
<input type="checkbox"/>	Customer behaviour has changed.
<input type="checkbox"/>	Our reputation is damaged.
<input type="checkbox"/>	We're struggling to raise our prices and increase our profit margins.
<input type="checkbox"/>	Our business model or strategy has changed.
<input type="checkbox"/>	We're a start-up with no knowledge of brand development and implementation.
<input type="checkbox"/>	We need to create more awareness about our products and services.
<input type="checkbox"/>	Our brand isn't connecting emotionally with our target audience.
<input type="checkbox"/>	Our brand sends the wrong message and doesn't reach the right people.
<input type="checkbox"/>	Our business ecosystem is being disrupted.
<input type="checkbox"/>	Our current customer journey doesn't reflect what we stand for as a brand.
<input type="checkbox"/>	Our brand is reactive.
<input type="checkbox"/>	We struggle to communicate who we are as a brand.
<input type="checkbox"/>	Our packaging doesn't compliment and captures the essence of the products we sell.

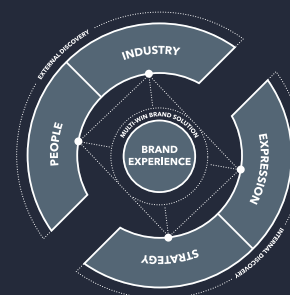


Your brand is more important than ever before.

In today's crowded marketplace, getting people to take notice of your business can be a daunting and frustrating task. Without the right insight and tools, your business could be wasting time and hard-earned money on branding and advertising that doesn't work.

Discover and unlock your brand's full potential.

With my brand expertise and guidance combined with your industry knowledge, together we will challenge conventional thinking, identify new opportunities and create thought-provoking brand solutions that will give your business the best possible chance to leap ahead of its competitors, attract the right people you want to do business with and grow your bottom-line.



How I will be able to help you.

- Advertising
- Brand architecture
- Brand experience design
- Brand identity development
- Brand strategy & positioning
- Communication design & content planning
- Digital brand strategy
- Graphic design
- Illustration
- Packaging design
- Research & analysis
- Social media & digital campaigns
- UX & UI design
- Website design

Get in touch and let's make it happen.

If you've identified a brand challenge that needs solving or an ambitious idea that you want to share with the world, feel free to contact me. I will be happy to assist you.

What to see what I've done for other brands and the quality of work you can expect from my services? Visit my website at www.jeansmit.com and click on **Portfolio**.

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