

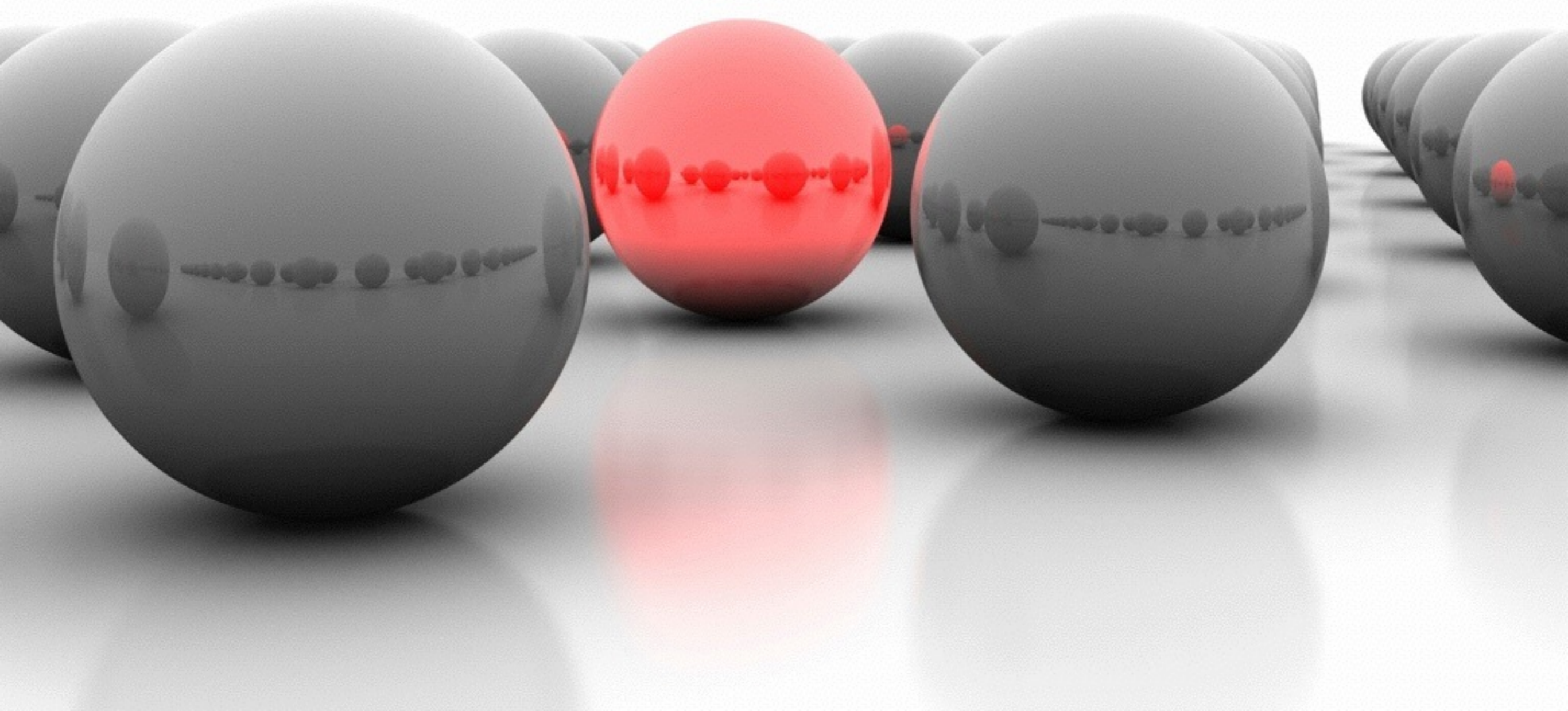
Zer0 to 5ive Roadmap Detail

ZER0T05IVE

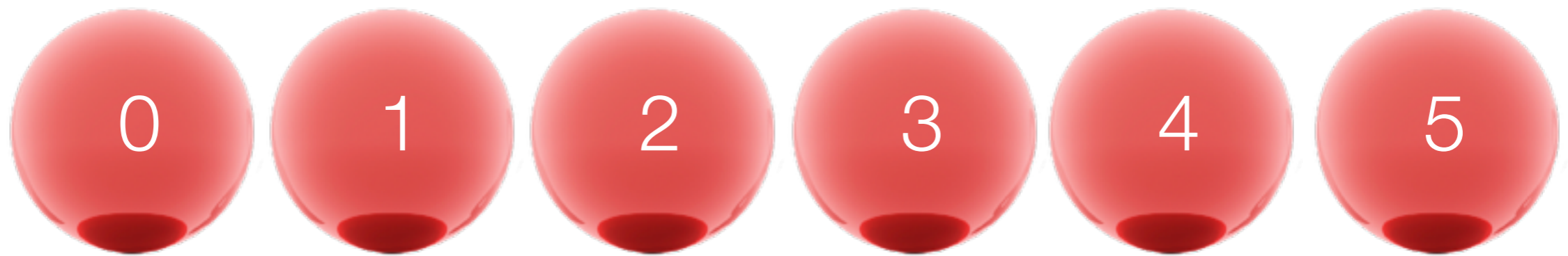
Defining a brand is difficult. To ensure that your brand is strong, credible and, most importantly, differentiated, you need a proven approach that ensures you meet your goals and objectives.



We offer something different...



A Proven Approach





Initial Consultation

Success begins with setting objectives that the entire team agrees upon –
What results are you looking to achieve from your marketing efforts?
How will they be measured?



Conduct Research

Appropriate primary and secondary research will help ensure that your brand and messaging are relevant and compelling.



Identify Your Positioning

What is your position in the market relative to your competitors?



Define Your Brand Strategy

What is the brand strategy for your products?

How do we position your brand to potential buyers and what are the attributes that will be associated with your products?



Establish Your Identity

Part of achieving your aspirational brand is the look and feel that you communicate. Zer0 to 5ive has the experience, talent and know-how to bring your brand to life.



Create Your Go-to-Market Plan

How you launch your new brand and what you say about it are critical in ensuring that your brand is well understood, gains traction and fulfills its promise.

Thank You!

ZERO TO FIVE