

WHAT IS FIG BRAND STRATEGY FIRM?

FIG is a boutique brand strategy firm that specializes in bringing your brand's story to life. What makes us different is our authentic approach to your brand and marketing needs. We base our process on two basic truths:

- 1) **People don't buy products, they buy stories.**
- 2) **Every brand has a story to tell.**

Our goal is simply to discover what your story is, then where and how to tell it.

We believe there are two sides to every brand;

one side is | the other side is
what we tell customers. | *their experience of us.*

STRATEGY

Whether you're launching a new tequila, expanding a restaurant brand or re-branding a hotel we tailor-fit our strategies based on the style and needs of each business.

Depending on what we find in the discovery phase this could be anything from refreshing a menu design to a social campaign to a full on re-branding of your business.

As your strategic partner, we enable you to focus on what you do best by doing what we do best which is to tell your story.

...A few of our Services **BUSINESS CONSULTING**

Competitor Analysis & Market Research
Marketing Strategy
Sales & Staff Training
Customer Experience & Coaching

BRAND STRATEGY

Brand Development
Product Launch
Product & Development
Brand Voice & Personality
Brand Positioning

CREATIVE SERVICES

Creative Campaigns
Public Relations
Social & Digital Media
Events & Experiential
Visual Identity



WE BUILD BRANDS, NOT TRENDS.

Let's Talk!

www.figfirm.com

800-834-4946

info@figfirm.com

9205 W. Russell Rd. Ste 240

Las Vegas, NV 89148