

TRADEMARK™

BRAND
POWERS
BUSINESS



TRADEMARK™ / AT A GLANCE

- > **MATURATION:** 20 years of prior experience within world leading communication consulting groups (Havas & Publicis), including 10 years of agency leadership and the support of more than 100 international, regional, and local benchmark brands.
- > **FONDATION:** TRADEMARK™ - Brand Engineering & Business Empowerment. A consultancy founded in Casablanca in 2014, now more than 10 years in operation.
- > **AMBITION:** To become the missing link in the value chain, positioned between strategy consulting firms, often too generalist, and communication agencies, often too execution driven.
- > **VOCATION:** To concentrate expertise and focus added value at the heart of the “Brand-to-Business” relationship.
- > **MISSION:** Transform the brand into brand capital. Turn it into a Soft Power lever for image and a Hard Power driver for business.
- > **INTERVENTIONS:**
 - .BRAND FORTIFICATION: Building strategic & creative brand assets / Brand Engineering, Personal Leadership.
 - .MARKET ACTIVATION: Thinking and operating Communication across all touch points / Marketing Outsourcing, Communication Steering, Content Producing.
 - .BUSINESS ACCELERATION: Delivering business growth through digital and tech solutions / Digital Marketing, e-Commerce Consulting, Tech Providing.
- > **LOCATIONS:** Headquarters & Operations Coordination in Casablanca. Intervention possibilities: Europe from Paris, French speaking Africa from Abidjan, and the Middle East from Dubai.