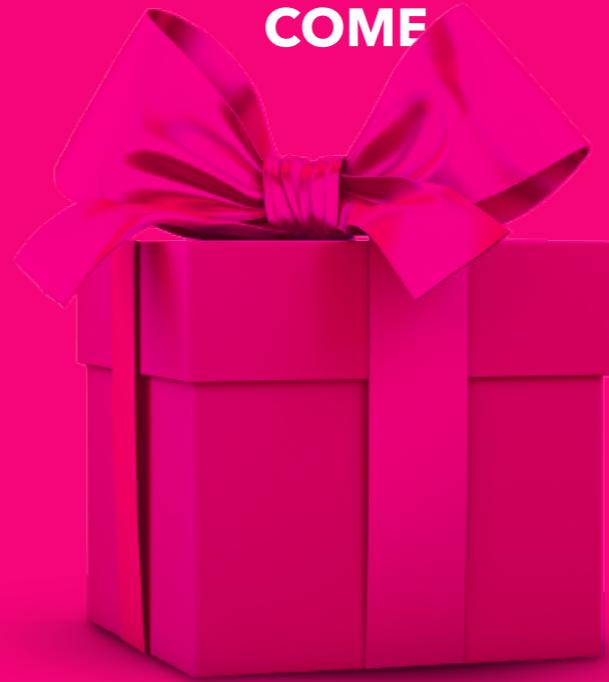


**OUR SPECIAL GIFT TO YOU
IS A GLIMPSE OF WHAT IS TO
COME**



Come with us; let's show you around a bit.

Hi there!

We are **Episod X**.

Our name is an extension of our design philosophy – We help businesses maximize value by creating wholesome experiences for people.

We understand that brands are stories, and every interaction is an **Episod** which makes up the total **X**perience.

Hence We begin with **X**

Episodxx AT A GLANCE.

WHO WE ARE

We are a Strategy and Brand Experience Company advancing the Human Experience through Design.

We help businesses maximize value through **holistic brand experiences** that delivers on the strategic vision of the brand.

We're **human-centered**, an approach that considers everyone connected to your brand; from customers to the employees and everyone in between. Our approach **puts people first** when making decisions, creating interactions and building systems.

We collaborate with our clients to create deeply connected brands that **enable powerful relationships** between businesses and people.



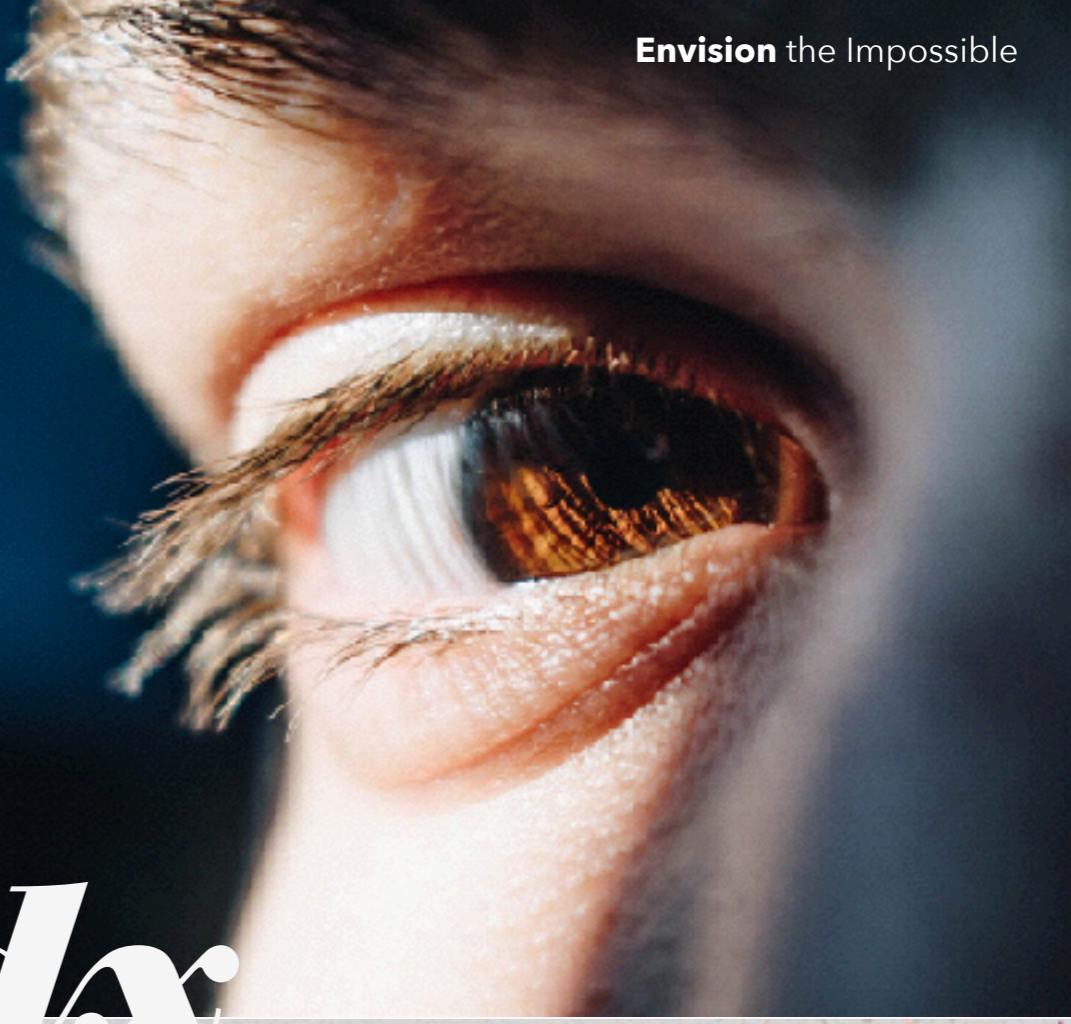
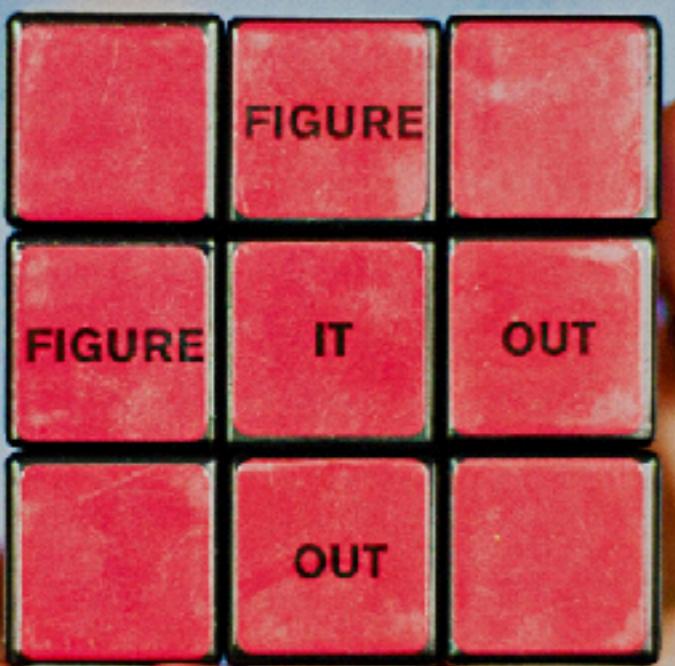
Think **Humanity**

Envision the Impossible



Map your **Strategy**

Episodes



Create **Delight**



WHY EXPERIENCE?

In a world where experience defines the brand, Brands that intentionally design those experiences are more valuable, more credible, and more durable.

A research by Bain & Company proves the "experience gap". It shows that 80% of CEO's believe they deliver a superior experience, but only 8% of their customers agree.

Solving for **X**:

$$\mathbf{B} = \mathbf{X}$$

Brand Experience

$$\mathbf{BX} + \mathbf{EX} + \mathbf{CX} + \mathbf{UX} = \mathbf{X} = \mathbf{B}$$

Brand Experience Employee Experience Customer Experience User Experience

$$\mathbf{B} = \mathbf{X} = \mathbf{B}$$

Brand = Experience = Brand

Many Experiences, One Brand.



BX



BRAND experience

EX



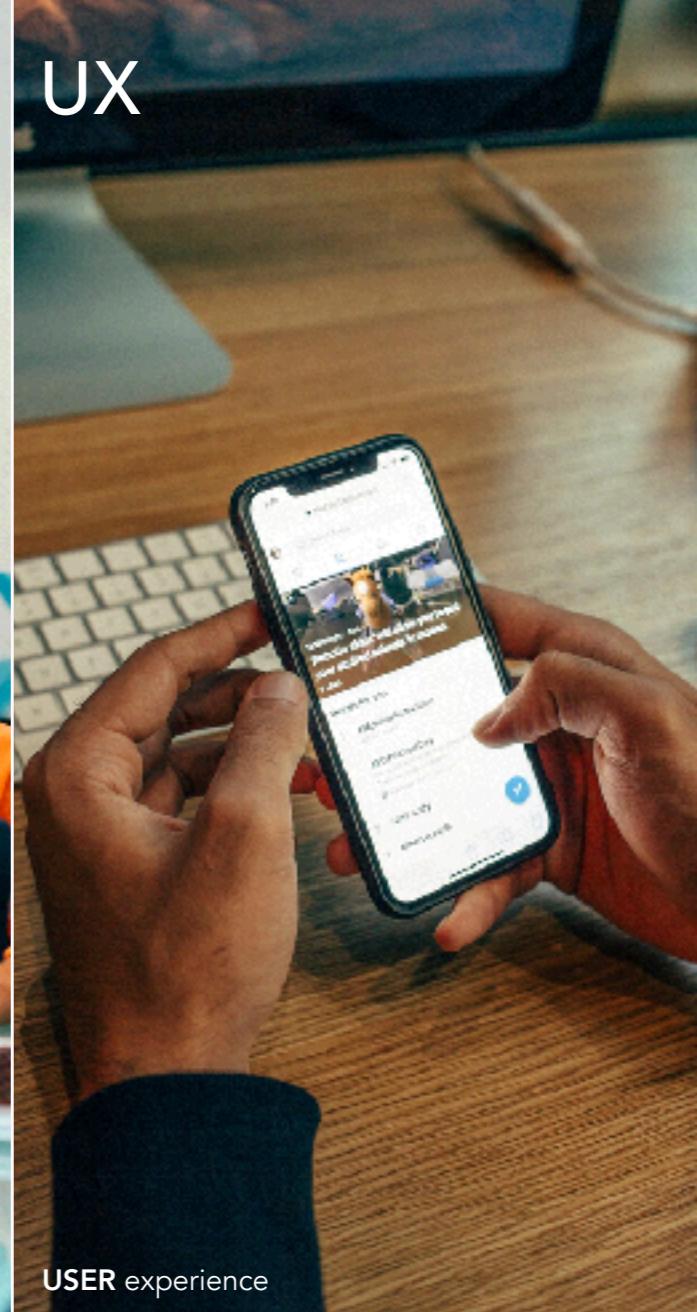
EMPLOYEE experience

CX



CUSTOMER experience

UX



USER experience

WHAT WE DO

We Build Brands People Delight In;

by creating **holistic** brand experiences that align with the brand essence and promise. When your **experiences** are aligned, people trust and delight in your brand.

*When building brands, we consider 4 core brand-related **human experiences** (BX, CX, EX, UX) to create a holistic brand for your business.*

Episodx

HOW WE DO IT

We start with your business issues.
Understanding what evidence is required
to create the most effective and appropriate
solution for your brand.

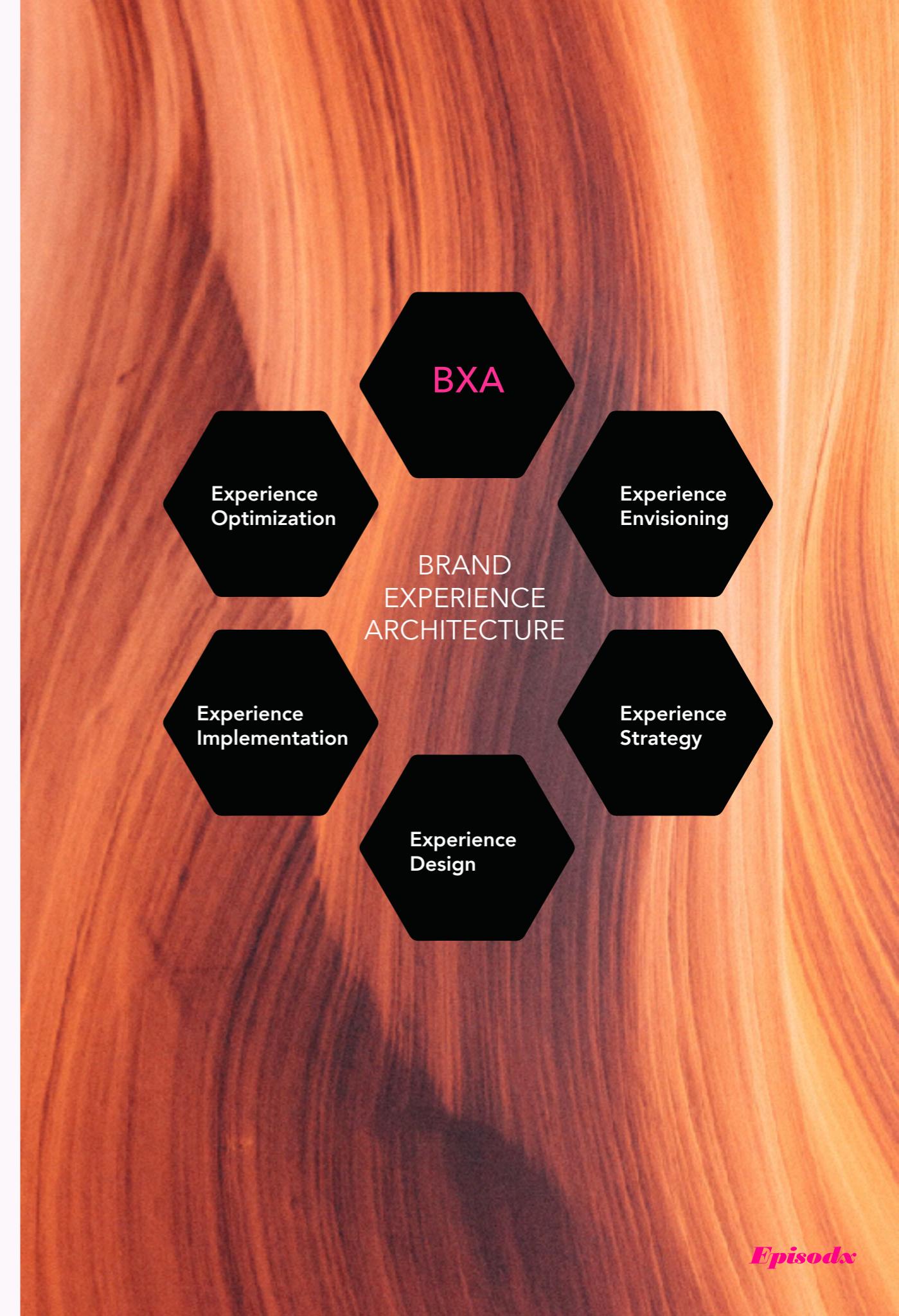
Whatever approach we take, we look at your problems and opportunities
through an experience lens.



OUR APPROACH

Brand Experience Architecture

Our Brand Experience Architecture (BXA) framework is purpose-built to deliver end-to-end experience solutions for your brand-related **human experiences** (CX,BX,EX,UX). from Vision, all the way to Implementation.





WHY EXPERIENCE?

From Vision to Reality, We provide support and direction.

We work alongside your team to develop your Brand, from Insight to Strategy, Design to Reality. We've got your back every step of the way.



Episodx

GET IN TOUCH

Regardless of where you are in your journey, you can reach out to us. We'll discuss where you are today and craft a plan to deliver a total experience that will transform your business.

Contact

Contact:

+2347066453516

episod.x@gmail.com

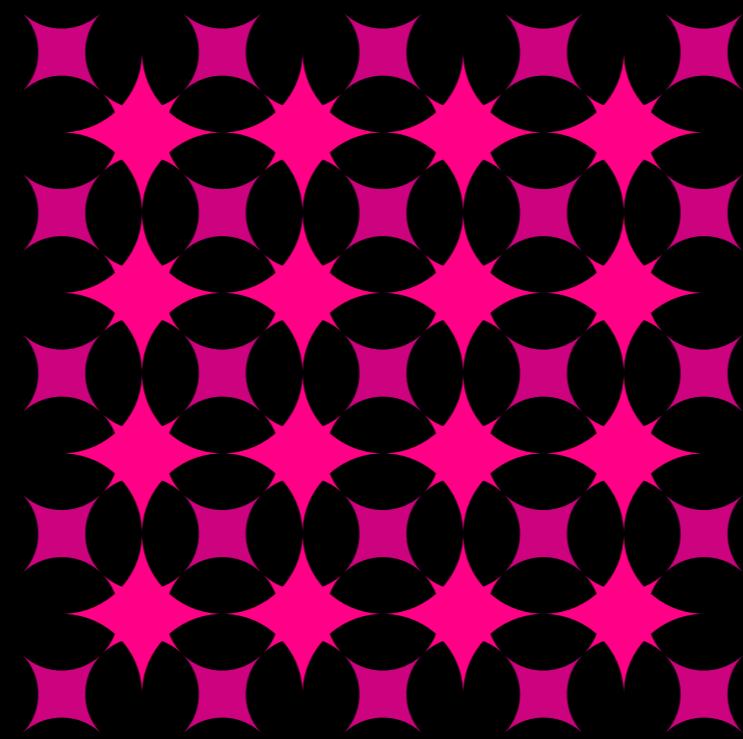
Social Media:

Instagram, Twitter: Episod_x

LinkedIn: Episod X

Address:

No. 16, Sophie Kuye Street, Pedro, Lagos State.



Little things Count.

