

OUR STORY

WHO.

THE RELEVANCE HOUSE is a full-service marketing agency for firms in the blockchain and emerging technology sectors. We don't operate like a regular agency. Think of us as more as an outsourced marketing department. We become part of your team. We focus on helping technology start-ups and projects build and communicate a relevant brand and story. *Why? Because only relevance has impact.*

WHY.

The increasing popularity of blockchain, fintech, AI and other emerging technologies is enabling a new generation of companies to rise and flourish. However, the complexity of their offering, as well as the increasing scrutiny of investors and other stakeholders, is making it increasingly more challenging to succeed. A great idea and product alone will no longer suffice. Whether you are trying to raise funds or launch and grow a business, you need to build a brand. A strong brand, marketing and communication strategy, as well as a significant online footprint and community are crucial to success. You are working hard focusing on your technology, product or solution and have neither the time or the decades of marketing experience needed to build your brand and tell your story to the world effectively. But your story needs to be told and told well. *Put simply, for blockchain and other emerging technologies to reach mass adoption, their relevance needs to be easy to understand.*

WHAT.

Only relevance has impact. To be successful you need to build and communicate a relevant brand and story. We will help you shape and share your story, build your brand and make it relevant. We do so by creating and executing high-quality brand, go-to-market, funding, storytelling and growth hacking strategies that have a measurable and positive impact for your business.

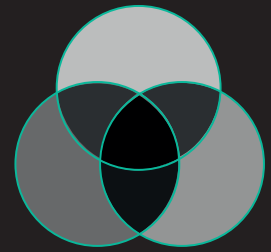
HOW.

We work as an integral part of your company's team guided by a highly structured process. This covers the three phases of building a brand and a business: get ready, go live, and go big. To accomplish this, we have three distinct in-house units covering each phase: *THE DISTILLERY, THE STUDIO* and *THE DELIVERY*. THE DISTILLERY, as the name suggests, is where we draw out the essence of the brand and create a strong and relevant brand proposition. THE STUDIO is where strategies are developed, and the brand is shaped and brought to life. This includes developing a communication and marketing strategy, producing presentations, project and investor decks, as well as finalizing brand design elements and selecting appropriate communication channels. Finally, in THE DELIVERY, we craft relevant stories and target them to the community, press, influencers and prospects to promote an intriguing, inclusive and engaging dialogue.

WHERE.

THE RELEVANCE HOUSE AG

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