

THE RELEVANCE HOUSE.

**ONLY
RELEVANCE
HAS
IMPACT.**



OUR HOLISTIC APPROACH.

WHILE EVERY PROJECT IS DIFFERENT, THE MECHANICS OF BUILDING, LAUNCHING AND GROWING A BRAND AND A BUSINESS FOLLOWS THE SAME DYNAMICS. WHEN IT COMES TO MARKETING YOUR BRAND, WE DIFFERENTIATE BETWEEN THREE DIFFERENT PHASES.

- **GET READY** You are preparing to tell the world about your company. You might think you are ready, but our experience shows you are probably not. We help you get ready. Quick.
- **GO LIVE** You build a community. You are in constant dialogue with potential customers, investors, you-name-it.. You speak to the press. You create and share content. You build momentum.
- **GO BIG** You have your funding. You want your company to grow sustainably and continue to add value. But remember, securing funding is not the end of your journey... **it is just the beginning.**

WANT TO BUILD
SUSTAINABLE
LONG-TERM
VALUE?
GREAT! IF YOU
DONT, HAVE A
GREAT DAY!



GET READY

GO LIVE

GO BIG



THE DISTILLERY

We distill your case, your story and your idea to fit on a post-it. We make sure your story works: from your one-pager to the Business Plan/Whitepaper.

We craft messages and stories. We constantly finetune and adjust. We make sure to strategically challenge, coach and support you.

We help you develop and grow your strategy and your business. We make sure it is sustainable and successful over time.



THE STUDIO

We create, design, write and build your story into a professional and appealing brand. We make sure it looks great and is consistent everywhere.

We write and visualize stories, create and produce content. We make sure your message is visible and convincing.

Your brand and your story need to continue developing. We make sure it stays alive and relevant.



THE DELIVERY

We help you tell the world what you are planning. The press, your potential customers, the investors, your target group. We make sure it is relevant to them.

We help you grow and manage your audience, speak to the press, connect with influencers... We make sure your message is heard and relevant.

Your customers, your investors, the press, ... they deserve to know how you are progressing and feel proud to be part of it. We make sure you remain present and credible.

THE DISTILLERY

AT THE DISTILLERY WE HELP YOU BUILD YOUR STRATEGY AND DEVELOP YOUR MESSAGE. LIKE IN ANY PROPER DISTILLING PROCESS, YOU HAVE TO BRING IT DOWN TO THE ESSENCE.



Capture the flavor. Make it unique. We learn from you how your business generates value and work with you shaping, strengthening and establishing your focus messages and experiences to measurably build that value. It starts with us making sure you have a well structured and written business plan or whitepaper that transports your story. But that is just the beginning. We help you identify your target groups. We help you build your brand, your story and your strategy. We challenge you and help you, by distilling your project into something, that potential investors and your target group understands and finds highly relevant. And we measure and learn, learn and measure. It is an ongoing process.

GET READY

- Target groups
- Branding
- Storytelling
- Communication strategy
- Business Plan/Whitepaper
- Other documents

GO LIVE

- Messages & stories
- Coaching & training
- Strategy fine-tuning
- Analytics & reporting

GO BIG

- Ongoing stories
- Ongoing coaching
- Growth strategy
- Ongoing analytics
- Crisis communication
- Staffing & recruiting

THE STUDIO

THE STUDIO IS WHERE WE BRING YOUR STORY TO LIFE. WE DEVELOP YOUR IMAGE. WE MAKE IT LOOK GOOD AND SOUND GOOD.



Your idea and project deserve to come across professionally. And it is not about nice pictures; it is about transporting your brand values and message across every touchpoint. We create unique and relevant stories worth absorbing and sharing. We craft the stories to be transported in all relevant formats across all relevant channels. We build channels, your website, your landing page, your analytics. We start populating them with relevant content that carry your story. Everything we develop is in line with your brand, your personality and your story. We design, create, write, visualize, craft, record, picture and capture your story. And we develop it to grow along your vision.

GET READY

- CI & CD •
- Build website(s) •
- Setup social channels •
- Setup analytics •

GO LIVE

- Content creation •
- Content production •
- Story visualization •
- Online campaigns •

GO BIG

- Content creation •
- Content production •
- Story visualization •
- Online campaigns •

THE DELIVERY

THE MOMENT OF TRUTH COMES IN DELIVERING YOUR MESSAGE AND POSITIONING YOUR STORY. THIS IS WHAT WE DO AT THE DELIVERY.



We help you building your audience and establishing a dialogue. We support you in talking to the press and relevant influencers. We publish content and keep your channels active, alive and relevant. We position you in relevant events and conferences and support you in delivering your message. Where necessary, and only IF necessary and meaningful, we help you delivering paid online marketing campaigns to accelerate your audience and grow your reach. We plant and nurture your stories to see them grow and deliver.

GET READY

Announcement
in core channels •
Press announcement •

GO LIVE

Content marketing •
Channel management •
PR & press work •
Events & conferences •
Influencer marketing •
Online marketing •

GO BIG

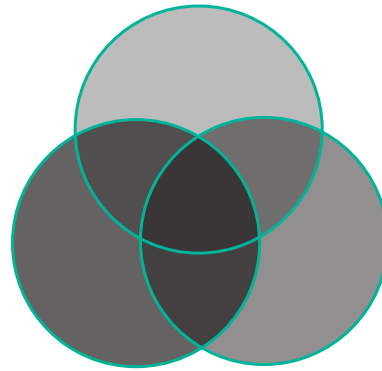
Content marketing •
Channel management •
PR & press work •
Events & conferences •
Influencer marketing •
Online marketing •

**IN ORDER FOR
TECHNOLOGY
ENABLED COMPANIES
TO BE SUCCESSFUL,
THEY NEED TO BUILD
A RELEVANT BRAND
AND STORY.**

UNCLEAR?

THE RELEVANCE HOUSE is a full-service marketing agency for firms in the blockchain and emerging technology sectors. The focus is to guide companies in building, designing and delivering a relevant brand and story.

Because only relevance has impact.



THE RELEVANCE HOUSE.

CONTACT US

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OUR STORY | LET'S START YOURS!

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