



Picta - 'Peak Professional Performance Lifestyle'





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Professional Information Communication Technology Assistant – Achieving Excellence

Picta Branding Exercise

Brand strategy - How you stand out from the competition.

Purpose

- Picta is empowering people's lives through delivering productivity hacks. Picta is empowering people through delivering high quality productivity services.

Vision

- Picta is going to be the best professional productivity services provider on the planet over the next ten years.

Mission

- To deliver professional productivity services.

Mascot

- Cheetar

Brand values

- customer commitment
- professionalism
- quality service
- Integrity
- Accountability

Beliefs

- Change is possible
- Change can be for the better
- Change is achievable

Customer

- Working class
- Improving their career
- valuable to employer
- They have good i.t skills
- They are not confident with their career



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Competition

- Coaches
- Consultants
- Online Productivity Services
- Mentors

Brand differentiator

- On Demand
- Self service
- Affordable

Positioning

- Professional Productivity Services
- Peak professional performance lifestyle

Brand colors

- Red – Recognition of the pains that professionals are facing because of productivity related problems
- White – Identity of the company as a white hat conduct practitioner
- Gold – Identity of the company with excellence
- Yellow – Identity of the company within the cultural diversity as picta

Motto – Achieving Excellence



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P.A

Introducing Picta P.A

A free personal assistant service for professionals who desire a measurable improvement in their workplace performance. At Picta we are dedicated to assisting you to do your work faster, cheaper and better in terms of quality by providing affordable professional productivity services.

Sign up for free on www.picta.co.zw/pa or on whatsapp support desk +263783453569. Do it now and get the career boost you deserve.



"Achieving Excellence"