

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

Competition

* Coaches Like John Cole
* Consultants Like Dan Lok
* Mass Produced Productivity Services Like Adobe Suite
* Mentors Mudiwa Hood

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

