Main Page: **Brand and Strategy Building**

“It takes 20 years to build a reputation and five minutes to ruin it. If you think about that, you’ll do things differently.” - **Warren Buffett**

Whether flourishing new brand platforms or refreshing tired brands, the concept of branding is often misunderstood. Your brand has many extents like a person, it represents your heart, personality, and customer experience behaviors that differentiate you from others. Brands that stand out do so because they fascinate people. They leave a confident impression and welcome you to engage with them.

How do you characterize the brand strategy that pushes your product and inspires your organization? This is where Dark Square Agency becomes your partner and act as an integral part of your department. We are a full-service branding and marketing agency serving Canada, the USA (United States of America), UAE (United Arab Emirates) & India that helps our clients drive business by truly understanding customers and delivering an exclusive customer experience at every touchpoint.

Influential brand experiences can only be powerful when built from intelligence and insights. Design is the impactful ambassador of your brand. By identifying insightful positioning opportunities and building your brand around your purpose and beliefs, we can build enduring brands that attract the right customers, and employees, which extend beyond your product or services.

“Your brand is the single most important investment you can make in your business.” - **Steve Forbes**

Key elements of our brand and strategy planning:

* Market Research
* Brand Strategy Building
* Brand Identity
* Consideration and Awareness
* Increase Brand Lift
* Market Capitalization
* Increase in ROI
* Lead Generation and Customer Acquisition Programs
* Customer Experience and Journey Strategy
* Brand Communication and Messaging
* Brand Presence on Offline and Online
* Content Creation
* Creative Development and Identity
* Influencer Strategies