

The Mx Group

Distribution Now Digital Brand Platform

6/19/2020

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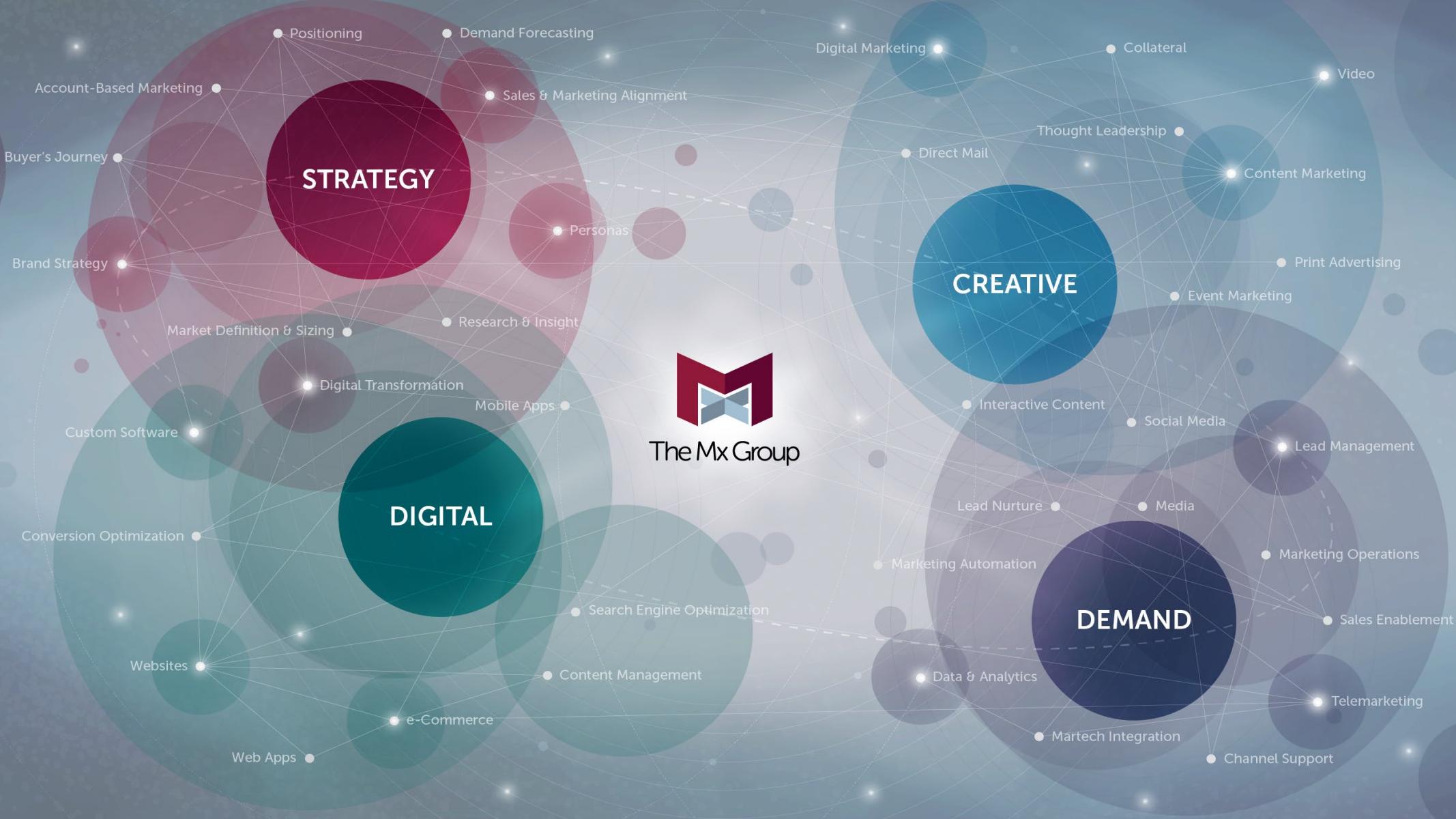
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Distribution Now Brand Challenge

Digital Experience



About Mx





Brand Definition



Mx Brand Identity Work



Digital Identity Plan

Our Process

1. Review existing research and brand platform
2. Stakeholders interview meeting
3. Competitive assessment and research of audience (third party or stakeholder interview)
4. Brand definition strategic positioning
5. Presentation of 2-3 paths for consideration
6. Final presentation

Resonance

Differentiation

Simplicity

Estimate

Activity	Estimate
Branding	\$38,000
Strategy & Project Management	
Client Discovery and Planning	
Market Research: Client Stakeholders	
Market Research: Competition	
Market Research: Target Audience	
Analysis, Strategy & Positioning	
Campaign Creative	
Naming (If Necessary)	\$7,000
Naming Options by Category	
Preliminary TESS Review	
Final Name Options	



Thank you