



BRAND RETAINER

The Brand Retainer is designed to develop position recommendations, guide market research analysis, and define brand elements and tone. The Justraw Creative team will ensure the organization's products and services, mission, values, culture, and brand image are consistently represented and communicated to all audiences.

Brand Manager Duties

Establish & Maintain brand standards

- Brand strategy, including setting style guides, brand guidelines, brand vision, and value proposition for short and long term across all channels.

Maintain the Brand's Voice

- Planning and execution of all communications and media actions on all channels, including online and social media

Stay aware of the market

- We will observe and analyze market trends and stay clued into competitors.

Strengthen brand Awareness

- We will help build, strengthen, and amplify the organization's brand awareness to all audiences by Assisting with product development, pricing, and new product launches as well as developing new business opportunities

Ensure consistency in message across all channels

- We will establish and articulate the organization's brand promise, and ensure that all communications consistently reflect that promise.

REATINER SERVICES INCLUDE:

- **Graphic Design** - Flyers, print materials, logos for new products/services, icons, typography treatments, social media graphics, decks & presentations
- **Website Design, Development & Maintenance** - Create stunning, mobile-friendly websites and maintain each site
- **Brand Identity & Strategy Sessions** - To create new ideas & establish a winning strategy for executing the brand
- **Social Media Management & Branding** - Creating brand campaigns & maintaining brand consistency throughout all platforms



BRAND TIMELINE

1. Illumination Loading (4-5 weeks)

- During this phase, we gain clarity by brainstorming, researching & facilitating conversation that will allow us to identify key components of project and determine the best way to display

2. Illumination Ignited (3-4 weeks)

- During this phase we implement, by preparing within a 30/60/90 day lead-time, the identified components of the brand and design collaterals that reflects the full vision and mission of the projects

3. Illumination Delivered

- During this phase, we execute by illuminating the brand with unique elements and strategies to ensure the brand successfully reaches the audience

Timelines are subject to change depending on the clients brand workload, collaboration and implementation. It will always be our goal to execute with energy & efficiency!



BRAND RETAINERS

4-month minimum

Basic - \$1,200 a month

- Bi-Weekly Creative + Strategy Sessions
- Establish/Review Brand Identity Foundation
- Design/Redesign Logo + Brand Book
- 3-Page Website Design + Maintenance
- 30- 60 Day Social Media Creation + Management
- Professional Headshot
- Choose (1) Pack

Standard - \$1,900 a month

- Weekly Creative + Strategy Sessions
- Establish/Review Brand Identity Foundation
- Design/Redesign Logo + Brand Book
- 7-Page Website Design + Maintenance
- Social Media Content Creation + Management
- Photoshoot
- Choose (1) Pack

Premium - \$2,700 a month

- Weekly Creative + Strategy Sessions
- Establish/Review Brand Identity Foundation
- Design/Redesign Logo + Brand Book
- 10+ Page Website
- Social Media Content Creation + Management
- Full Media Day
- Choose (2) Pack

BRAND PACKS

Media Production Pack

- Full Media Day (*Included in Premium*)
 - Photographer + Media Production + MUA or Stylist - Editorial/Lifestyle Photoshoot
- Mini Media Day: Starting at \$600
 - Photographer + Media Production or MUA or Stylist + Editorial or Lifestyle Photoshoot

eCommerce / Merch Pack

- Create Platform
- Design Merch
- Drop-shipping Integration
- Payment System Integration

Podcast Pack

- Create Podcast Brand
- Manage Recording & Post Production
- Establish Podcast Platform

Digital Event Pack

- On-site Photography
- On-site B Roll
- Live Streaming
- Testimonial / Review Recording

HR Pack: Coming Soon

Accounting Pack: Coming Soon