



INSPIRE  
FIRE®

ignite connection

# ENGAGEMENT CREATION

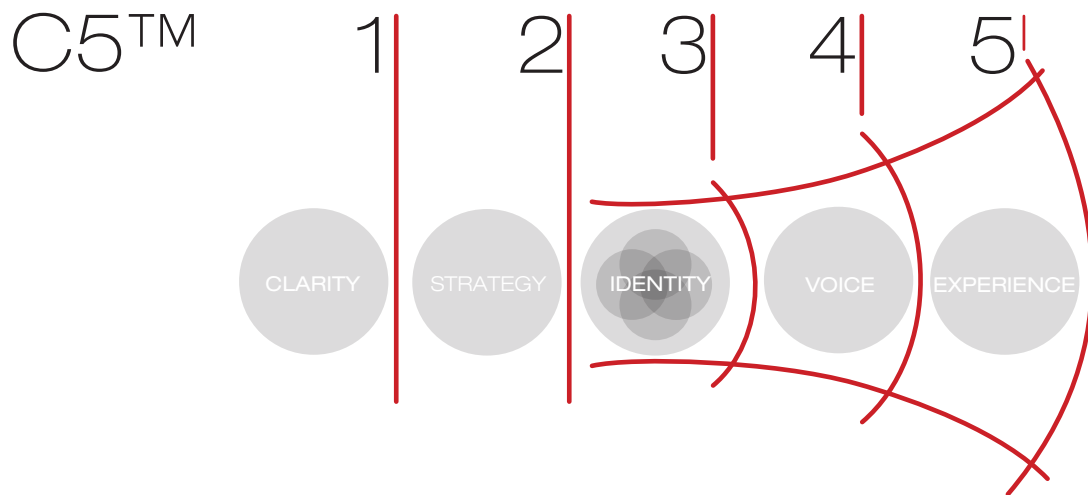
*Modules to Determine  
Engagement and Investment*



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## *Our Brand Development Process*

 **CALIBRATE**  
C5™ BRAND FRAMEWORK



We have developed our C5™ Brand Framework to effectively, yet efficiently create powerful, memorable and successful brands. We use our two trademarked processes, Inspire Fire®, and Invincible Voice® to define, articulate and express brands that resonate emotionally with customers to connect, captivate and cultivate.

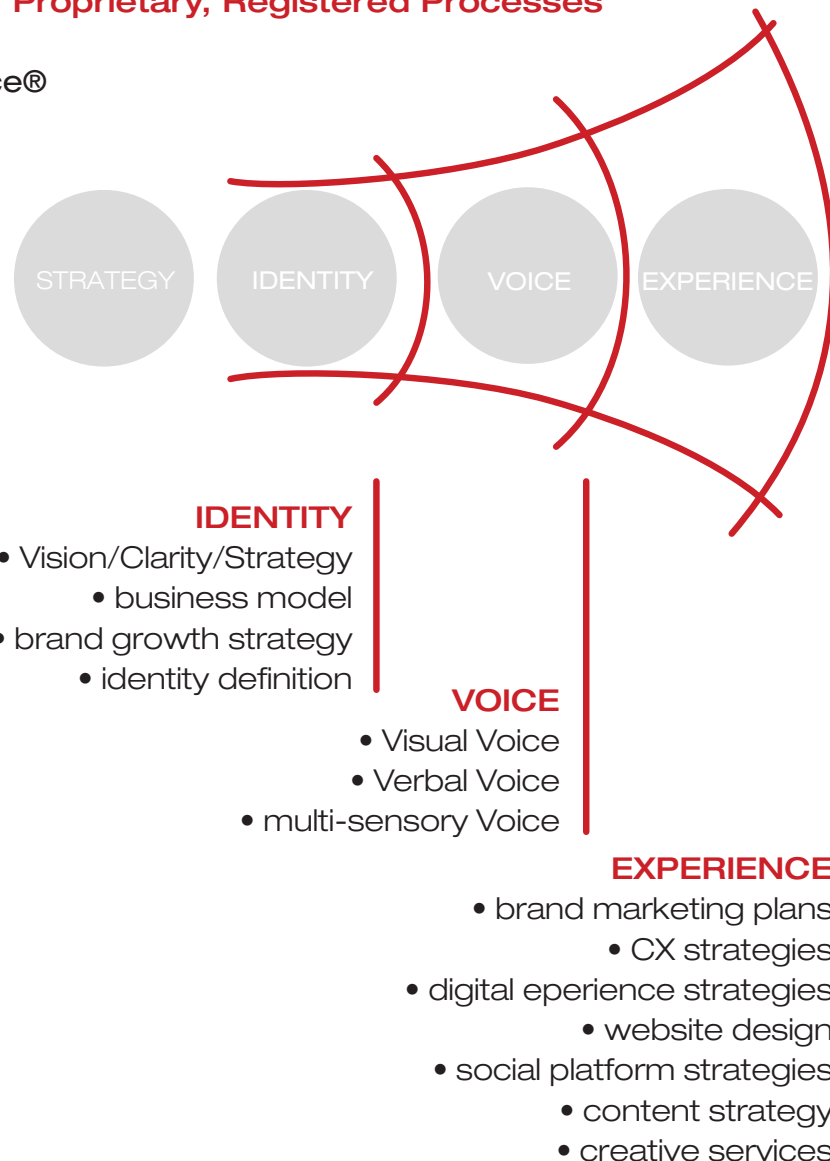


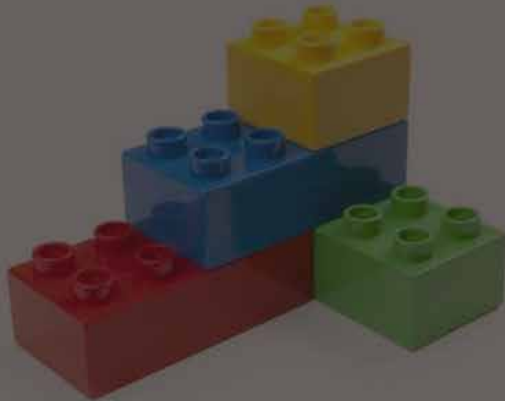
# Strategic Engagement Approach and Structure

We follow a Strategy > Design > Build approach. We always begin with vision, clarity and strategy, then custom-tailor the strategic engagement with our the service modules necessary to achieve the engagement objectives.

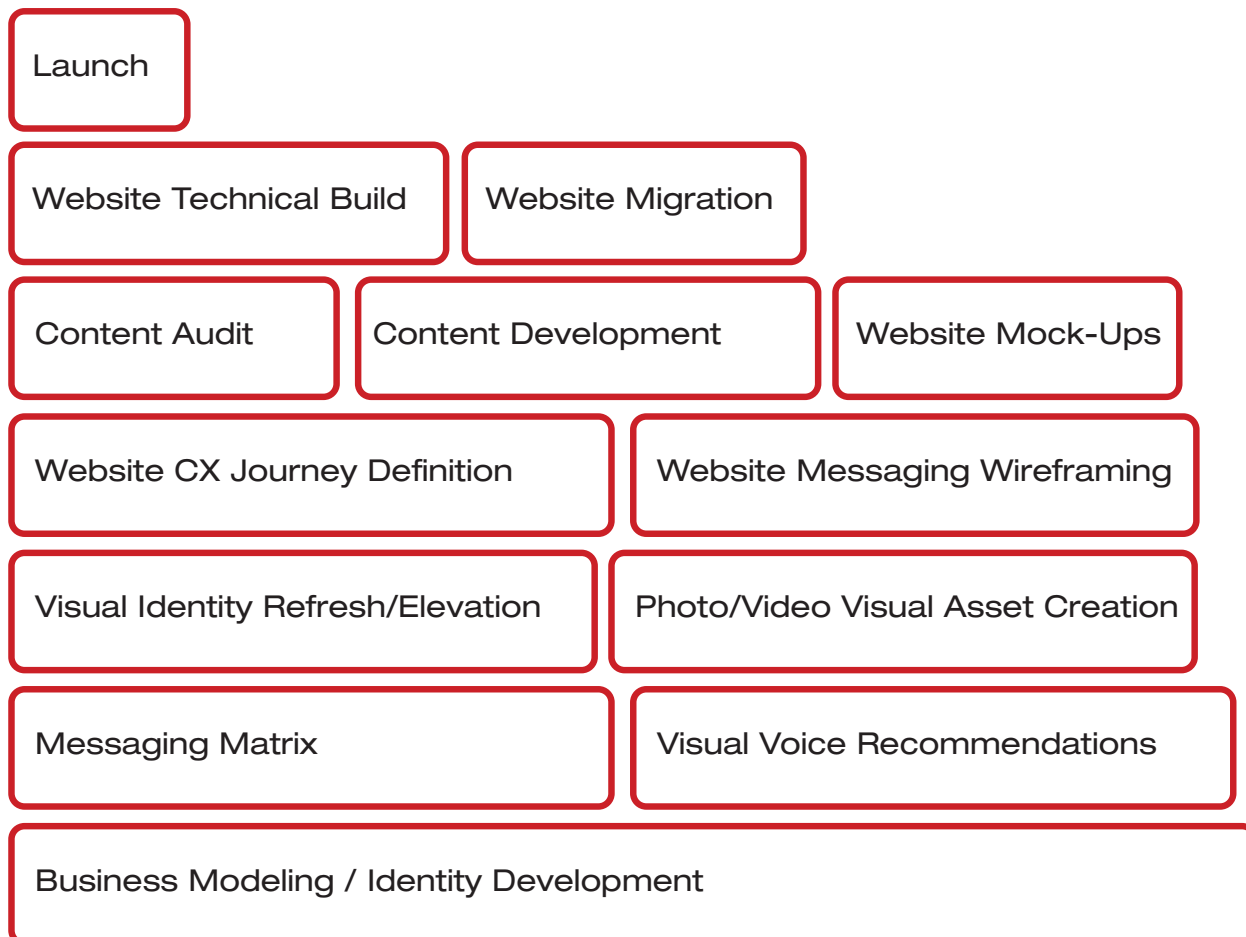
## Fuled by Our Proprietary, Registered Processes

inspire fire®  
invincible voice®





# *Lego Modules to Determine Engagement and Investment*





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## *Investment Lego Stack Examples*

PACKAGES	ESTIMATE
1 - Brand Optimization Strategy and Recommendations Package	\$9,997-
2 - Strategic Brand Identity & Expression Development Package	\$12,987-
3 - Brand Elevation and Development and Launch Package	\$15,987-