

# Believable Branding

MCG believes a B2B company's brand is brought to life by its people.



## Brand Creation

Create an identity that's memorable and immediately identifiable.



## Brand Positioning

Understand the competition and position for strategic success.



## Cultural Transformation

Create, educate, and indoctrinate teams in brand consistency and presentation.



## Brand Activation

Develop brand language across all touch points to express it consistently for launch or re-launch.



## Brand Tools

Create resources for teams to extend and represent the brand everyday.



## Brand Monitoring

Establish processes and tools to enforce brand guidelines everywhere its officially used.