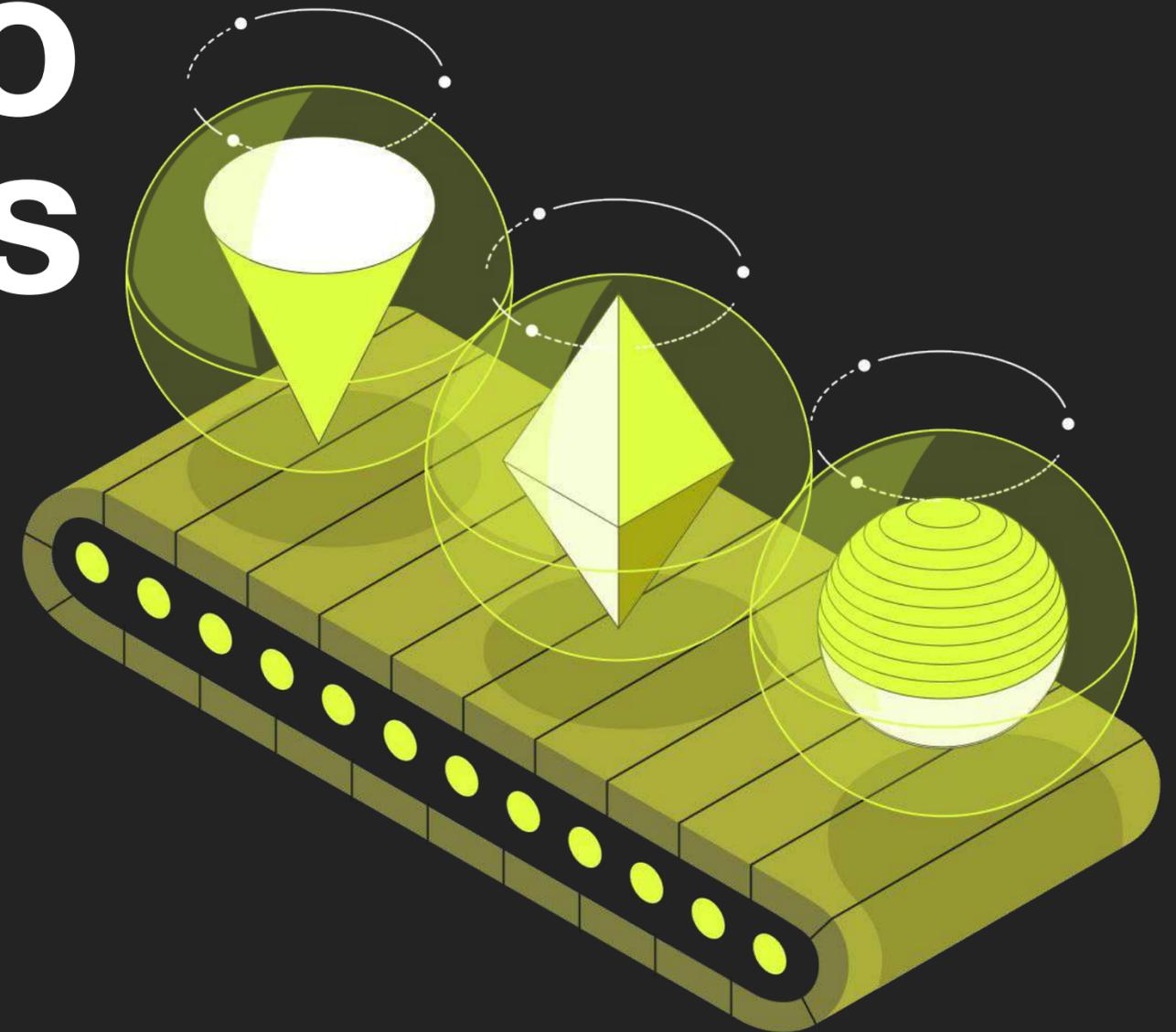


An introduction to Creative Business Company



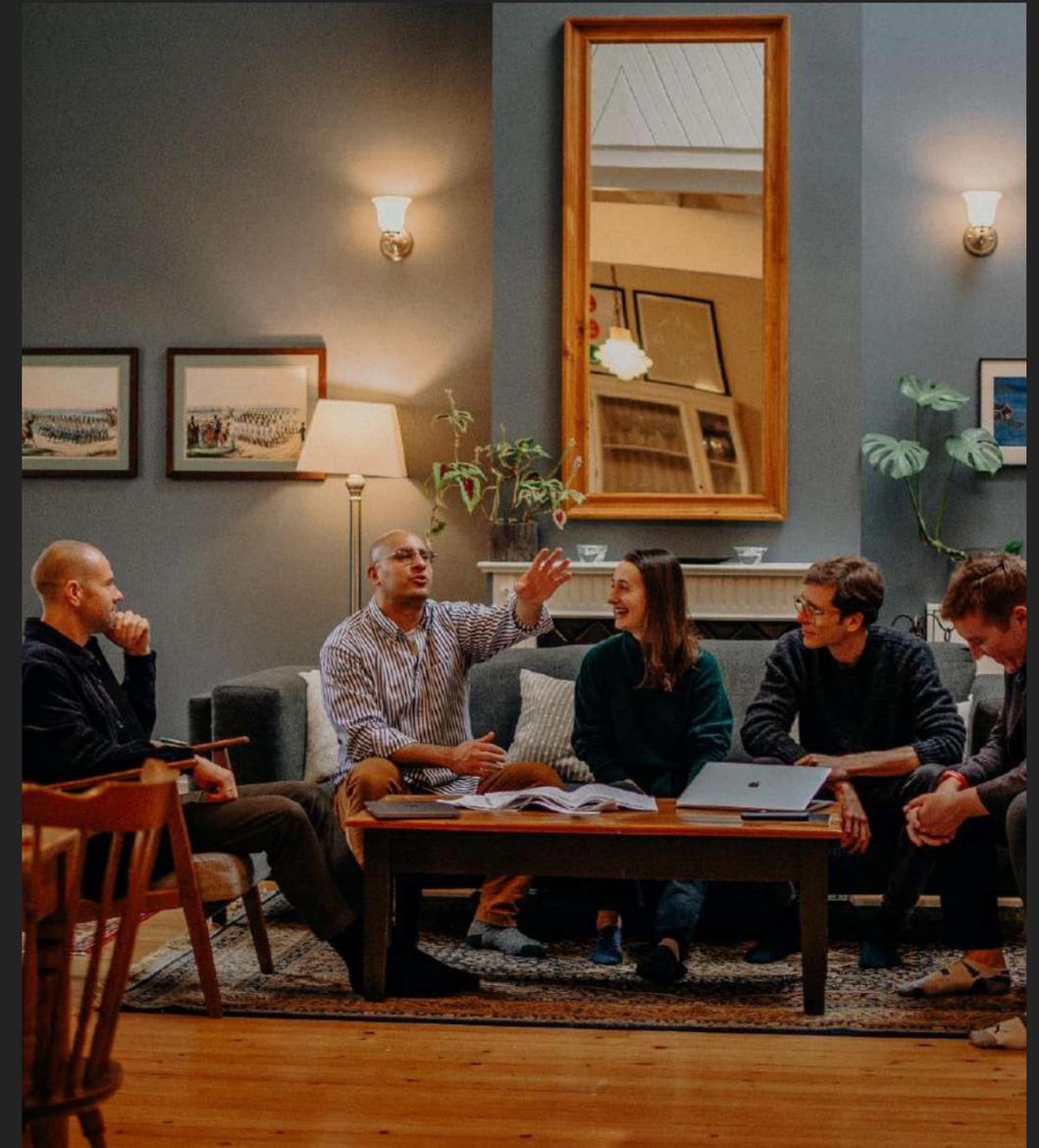
*A strategic growth consultancy at the
intersection of marketing and brand*

Get your brand back in the *black*

Business leaders are quick to shout about the value of their brand. But slow to invest in it.

This is especially true in sectors where people buy products and services for apparently rational reasons.

We work with strategic marketers in exactly those sectors. Helping them transform brand from a cost center in the red, to a revenue driver in the black.



Our mission is to make brand more *accountable* and *effective*

We run the *numbers*

We re-frame brand as a commercial engine – so that not investing in your brand looks risky.

We create tangible value, *fast*

Our brand work delivers results. Not “over time”. But real results this quarter. Results you can shout about around eight weeks after launch.

We use metrics *they can't argue with*

We have practical, simple tools that measure the impact of brand. Analyzing brand performance using KPIs that show up in your P&L.

We champion brand. *And champion you*

The more your business underdogs brand, the hungrier we are to work with you to unlock its value.



We help you get *attention*, convert *leads* and drive *sales*

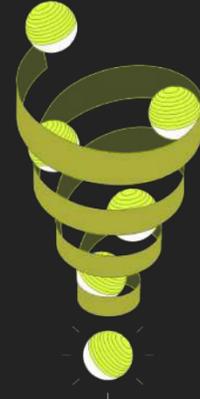


01 BRAND PLANNING

Get the budget for brand

Win over the C-suite by proving the impact of brand on the bottom line

- Market segmentation
- Brand investment planning
- Customer / market research
- Key drivers

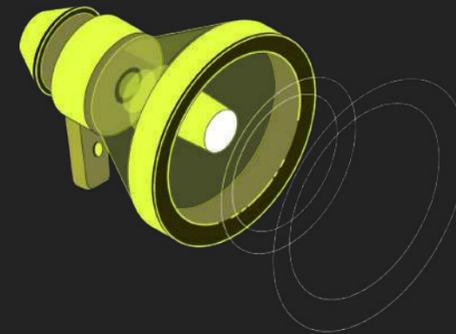


02 BRAND POSITIONING

Create messaging that converts

Find the sweet spot between what makes you unique and what makes people buy

- Full funnel positioning
- Message and testing
- Identity and guidelines
- Value proposition

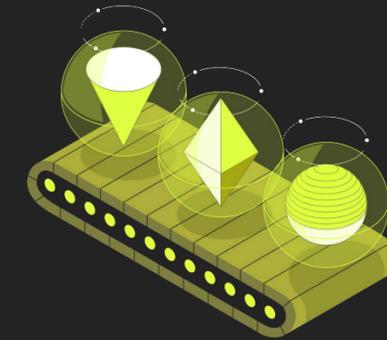


03 BRAND CAMPAIGN

Lower your cost of acquisition

Reach more customers and acquire them for less with always-on brand campaigns

- Campaign and media strategy
- Concept and creative
- Artwork and copywriting
- Measurement and optimization



04 PORTFOLIO+ARCHITECTURE

Make it easier to buy

Streamline your offerings and reduce confusion with a brand portfolio strategy

- Brand portfolio strategy
- Brand architecture strategy
- Governance and systems
- Employee induction

We partner with *challengers & champions*

FORMULA E

Hoopo 

MORNINGSTAR

 **PitchBook**®

ALJAZEERA

{callstack}

Shell

 **EngagedMD**

 **Quinyx**

»TORONTO STAR«

 **TURKISH AIRLINES**

 **Wahed**

The way we work, *works*

We're a flexible, fast-moving, group of strategists and creatives. We work as an extension of your team, relying on evidence not hunches to deliver real results, fast.

\$900m

Valuation achieved for ABB Formula E, three years after strategically repositioning the brand and less than six years after a near insolvency

580%

Yearly increase in return on ad spend (ROAS) for Penny Appeal Canada after introducing a top of funnel campaign into their marketing stack

10x

Increase in MQLs for Callstack, within 3 months of repositioning their brand in a crowded global B2B software development space

3x

Increase in candidate leads for EngagedMD thanks to new full funnel messaging and website design that helped them reposition in a crowded medtech space

7

Transform and Strategy Magazine Awards for winning case studies in brand positioning, visual identity and brand campaigns



“Creative Business Company has unique brand expertise that is very difficult to find. Their skills and approach result in *exceptional quality work* with the right amount of rigor and long-term focus.”



SOL SENDER
HEAD OF BRAND STRATEGY & GOVERNANCE



“I’ve worked with a lot of third party vendors over the course of my career and *NEVER* has an external partner understood our business and our needs as well as CBC. The final output shows just how much pride they take in their work and their desire for us to be successful.”



JEFF ISSNER
CO-CHIEF EXECUTIVE OFFICER

Shell

“Faisal worked with the global brand strategy team at Shell to develop a set of strategic equities that would serve as the foundation for the Shell brand globally. His approach was *rigorous, analytical and thoughtful* and ultimately this piece of work became known as the Shell way. A pleasure to work with.”



RAHUL MALHOTRA
HEAD OF GROUP BRAND STRATEGY

FORMULA E

“Creative Business Co *redefined* how Formula E competes. Their knowledge, insight, and expertise were unapparelled and a huge advantage to our business.”



ALASDAIR RUSSEL
CHIEF MARKETING OFFICER

{callstack}

“For anyone cautiously considering brand, CBC are THE GUYS FOR YOU. Software developers are typically brand skeptical, but with logic, a lot of persistence, and their famous no B.S. approach, CBC managed to transform our leadership team from brand skeptics to brand advocates. I consider them essential partners helping power Callstack’s next phase of growth.”



SŁAWOMIR KAMIŃSKI
HEAD OF MARKETING

We are thought leaders in marketing and brand effectiveness



Brand Investment Blueprint

The exact process we use to convince executives to invest in brand.



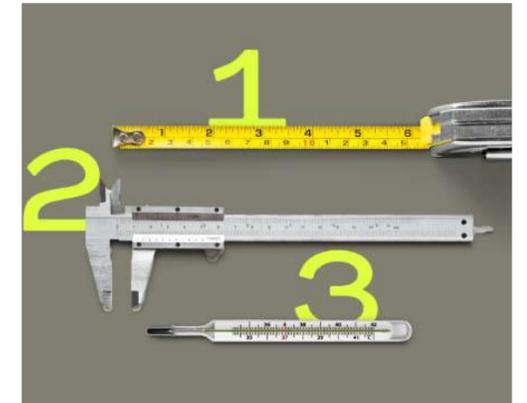
Helping a software pioneer drive results fast by shifting perception and driving sales

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt



Why performance marketing won't grow your brand

The rise of performance marketing has given us cheaper and more efficient ways to advertise, but has created very few big brands.



3 ways to measure brand awareness for free

Don't have the time or money for primary research? Estimate your brand's awareness for free.



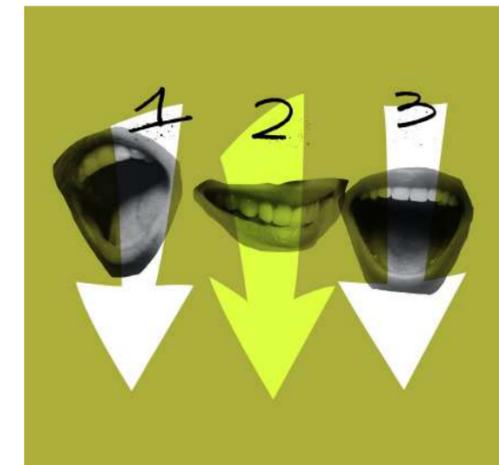
Why hard times are good times for challenger brand

Read why downturns are one of the few times that challenger brands can become champions.



Planning

Overview of our simple 12 month plan that you and the team can use to work more efficiently and effectively



3 ways to lower your cost acquisition

Simple strategies to acquire customers more sustainably.



How do you differentiate yourself?

At Creative Business Company we talk about the six sources of strength challenger brands can draw upon to unlock their hidden advantage...

"I have read a lot of Byron Sharp, Mark Ritson, Les Binet, Peter Field and so on. But I have to say your theories and the way you present them are fantastic. You hit the nail on the head multiple times."

BRAND MANAGER
BRIDGEFUND

**Our work is
recognised
*globally***

Gold • Best Naming Strategy

MORNINGSTAR
2023 Transform Award

**Gold • Best Brand
Development Project**

HOPO
2022 Transform Award

**Gold • Best Visual Identity
by a Charity, NGO or NFP**

HOPO
2022 Transform Award

**Bronze • Best Brand
Architecture Solution**

MORNINGSTAR
2023 Transform Award

**Bronze • Best Creative
Strategy in the Tech Sector**

CALLSTACK
2022 Transform Award

**Bronze • Best Visual Identity
in the Tech Sector**

CALLSTACK
2022 Transform Award

Core team

Faisal Siddiqui



FOUNDER
TORONTO, CA

A board level strategist for Fortune 500s, start-ups & non-profits, Faisal delivers high performance brand & marketing strategies that help organisations scale & speed up.

A specialist in developing positioning strategies that perform. He has over a decade of experience leading large-scale engagements in over 15 countries around the world.

His clients include Google, Shell, Morningstar, Callstack, ABB Formula E Racing, Al Jazeera, Turkish Airlines, and Wahed.

Before founding his own firm, he spent 11 years living and working in London, UK and was last the Senior Director of Strategy at Prophet.

Ian Barnard



STRATEGY DIRECTOR
TORONTO, CA

A brand and marketing consultant with hands on experience in scaling companies, Ian creates brand strategies that deliver marketing results.

With 10 years of experience in the non-profit and retail industries, he specializes in data-driven marketing strategy and brand management for online businesses who want to grow.

Felicia Rosenzweig



STRATEGY DIRECTION
LONDON, UK

A senior consultant and advisor with strong and diverse experience in customer / employer brand, marketing, innovation and customer / employee experience across sectors and geographies.

Deep experience in financial services (insurance, banking, asset management) and FMCG, amongst many other industries, leading projects around the world that span strategy, value proposition, transformation, implementation and culture change.

Until mid-2019, she was a Partner with Prophet in London, where she has lived and worked since 2010 after relocating from New York.

Turlough Fortune



CREATIVE DIRECTOR
LONDON, UK

Turlough Fortune is a creative director and graphic designer specialising in brand and identity design. He began his career at renowned agency Pentagram, before progressing as a freelance designer at several prominent London studios.

Between 2016 and 2019 he worked on the company-wide rebranding of British multinational telecommunications company BT and was involved in the change management process across the business.

Turlough takes a strategic approach to design and has over 10 years of experience across a variety of sectors.

Core team

Toby Ingram



COPYWRITER
LONDON, UK

Toby is a brand and strategy writer who converts strategic thinking into clear, human language, building distinctive stories, messages and communications.

Toby has written for a great range of businesses in many sectors. Today, his clients range from luxury hoteliers, to UK Government investment funds and Peruvian fruit growers.

In the recent past he has written strategy and delivered campaigns for the Toronto Star, BP, Samsung and Nat West Bank.

Dan Mcallister



COPYWRITER
LONDON, UK

Dan is a writer. First, as a national journalist writing for The Financial Times, The Independent, The Times, Evening Standard and Daily Mail.

Then, as a conceptual copywriter for creative agencies in London, New York and Bristol, working on global brands from Sony to Spotify, and everything in between.

Dan is a writer. He has helped businesses from Christie's to Nestlé get their story straight, and express their value and difference, in a language that provokes, informs and inspires..

Jean-Remy Benat



ART DIRECTOR
TORONTO, CA

Jean Remy is an experienced Designer and Art Director with over 7 years experience in digital design, brand identity, editorial design, motion design, video editing.

He consistently strives to strike the perfect balance between great design and consumer experience, and has worked with Puma, Mozilla, and Digiphy.

Jean Remy's strengths are (but not limited to), digital design, brand identity, editorial design, motion design, video editing.

Iain Montgomery



INNOVATION DIRECTOR
TORONTO, CA

Iain has spent the past decade helping established organizations identify, design and launch the breakthrough new propositions critical for their long term futures.

CASE STUDIES

Our work gives
customers new reasons
to *believe* and employees
new reasons to *belong*

■ CASE STUDY

We serve as global brand guardians for an investment ratings giant

BRAND

Morningstar

SECTORS

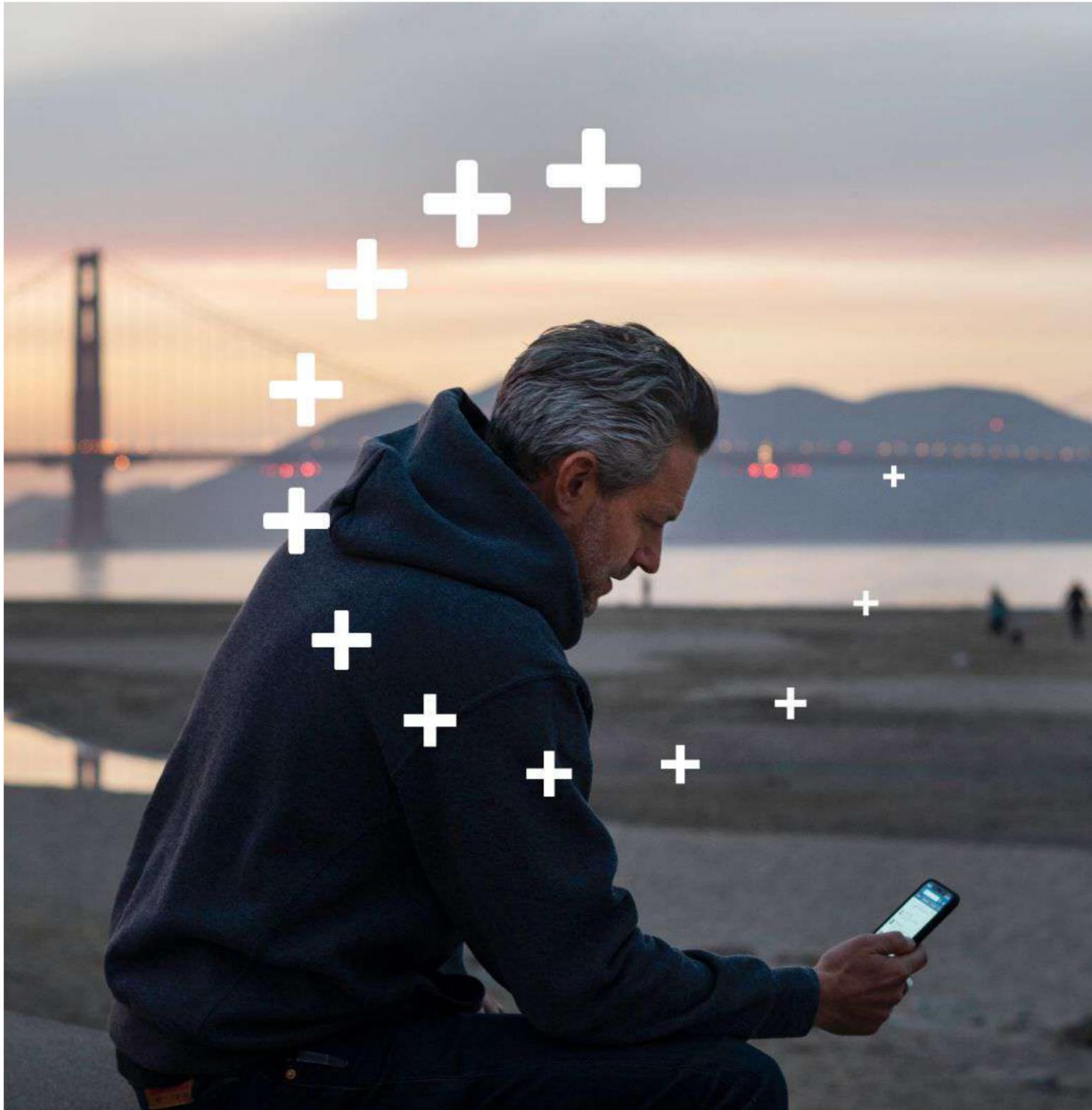
Brand Strategy

Brand Campaigns

Brand Architecture

The image shows a large, solid red rectangular area that occupies the right half of the page. Centered within this red area is the Morningstar logo, which consists of the word "MORNINGSTAR" in a white, uppercase, sans-serif font. The letter "O" is stylized as a white circle with a gap in the middle, resembling a rising sun or a stylized eye.

■ CASE STUDY



BRAND
Morningstar

SECTORS
Brand Strategy
Brand Campaigns
Brand Architecture



■ CASE STUDY

I want to know my portfolio's exposure in minutes not months

Markets are moving fast.

From the pandemic to geopolitical conflicts, to regulatory changes, global investors have had to respond quickly to tilt their portfolios or put hedges in place.

Doing this requires the right data on demand.

That's why we created Notebooks; an open-source playground that gives data scientists streamlined access to up to 7 terabytes of Morningstar data, all scannable in seconds.

The result?

Global investors can uncover the insight that matter in minutes not months, respond in real time and gain the agility to compete in a world that doesn't wait.

Now that's data that can.

MORNINGSTAR Data+Analytics

I want private market data that meets public market standards

Even as capital flooded into alternative assets over the past decade, private market data remained surprisingly opaque.

This lack of transparency is problematic for investors that bring high expectations on data transparency set by their experience in public markets.

Pitchbook (a Morningstar company) solves this problem with the novel PME (private market equivalent) metric, a clear way to assess the performance of private market funds, by comparing them to easily accessible public market substitutes.

The result?

Investors can bridge public and private markets with a common language and navigate new opportunities with confidence.

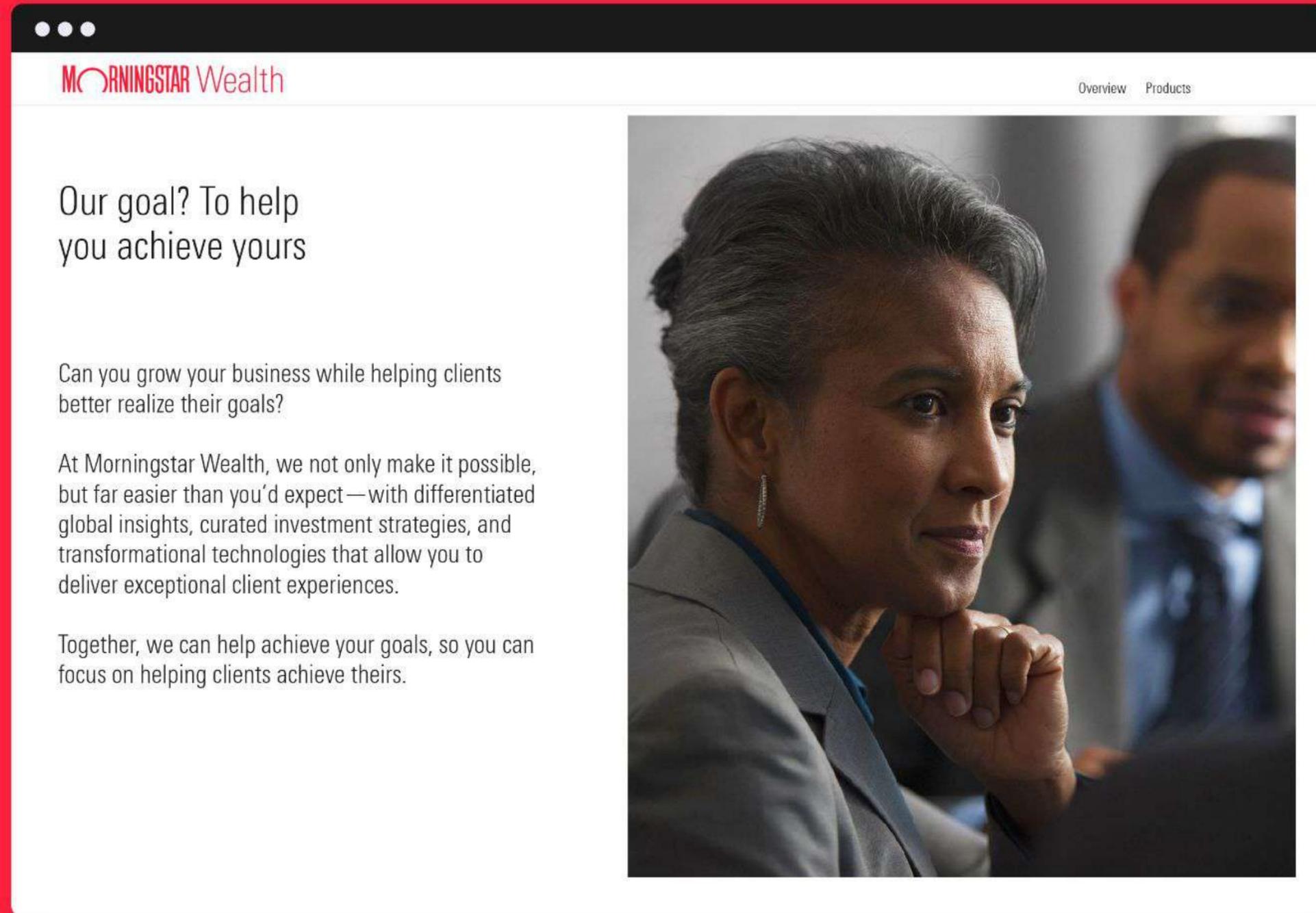
Now that's data that can.

MORNINGSTAR PitchBook

BRAND
Morningstar

SECTORS
Brand Strategy
Brand Campaigns
Brand Architecture

■ CASE STUDY



The screenshot displays the Morningstar Wealth website interface. At the top left is the logo "MORNINGSTAR Wealth" in red and black. To the right of the logo are navigation links for "Overview" and "Products". The main content area features a large heading: "Our goal? To help you achieve yours". Below this is a sub-heading: "Can you grow your business while helping clients better realize their goals?". The main body text reads: "At Morningstar Wealth, we not only make it possible, but far easier than you'd expect—with differentiated global insights, curated investment strategies, and transformational technologies that allow you to deliver exceptional client experiences." The final line of text states: "Together, we can help achieve your goals, so you can focus on helping clients achieve theirs." To the right of the text is a photograph of a woman with grey hair, wearing a grey blazer, looking thoughtfully to the side with her hand resting on her chin. In the background, a man in a suit is partially visible.

BRAND

Morningstar

SECTORS

Brand Strategy

Brand Campaigns

Brand Architecture

■ CASE STUDY

We helped an ethical investment platform grow beyond their base



BRAND

Wahed Invest

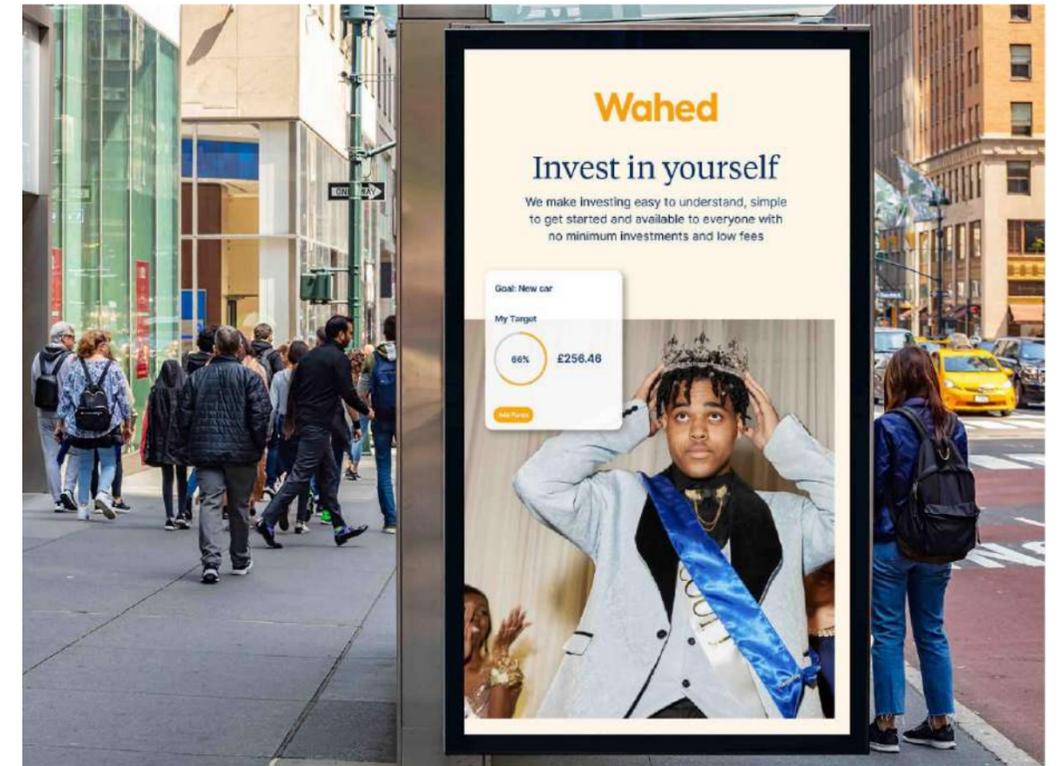
SECTORS

Brand Strategy

Visual Identity

Brand Campaign

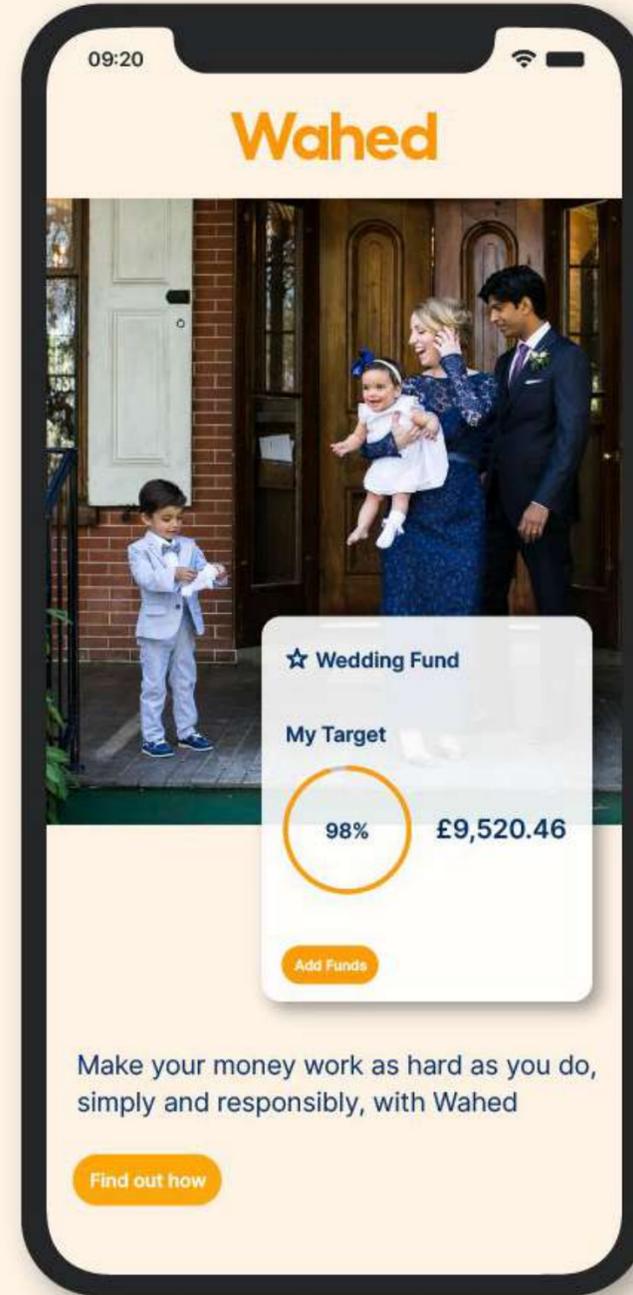
■ CASE STUDY



BRAND
Wahed Invest

SECTORS
Brand Strategy
Visual Identity
Brand Campaign

■ CASE STUDY



BRAND
Wahed Invest

SECTORS
Brand Strategy
Visual Identity
Brand Campaign

PURPOSE

Wealth. It's not just for the wealthy.

PROMISE

Wealth for those who work for it

Make your money work as hard as you do, simply and responsibly, with Wahed

PILLARS

ACHIEVEMENT

Invest in yourself

We make investing easy to understand, simple to get started and available to everyone with no minimum investments and low fees

ACHIEVEMENT

Invest in yourself

Set goals and reach them with easy to follow plans, guides and progress trackers that let you know how far you are on your journey

STABILITY

Rock solid stocks

Instead of risky crypto and day trading we spread your money across a number of dependable, long-term investments proven to outperform the market

ETHICS

Make your principles pay

Instead of risky crypto and day trading we spread your money across a number of dependable, long-term investments proven to outperform the market

DEBT-FREE

Break up with your bank

If you're in debt, you can't build wealth. Learn how Wahed is building a financial future where banks partner with (not profit off) their customers

PERSONALITY

Quietly evangelical

Encouraging but not judgmental

Solid but not soulless

Solid but not soulless

Courageous & contrarian

■ CASE STUDY

We helped a B2B software developer stand out and drive sales

BRAND

Callstack Engineers

SECTORS

Brand Strategy
Visual Identity
Digital Design

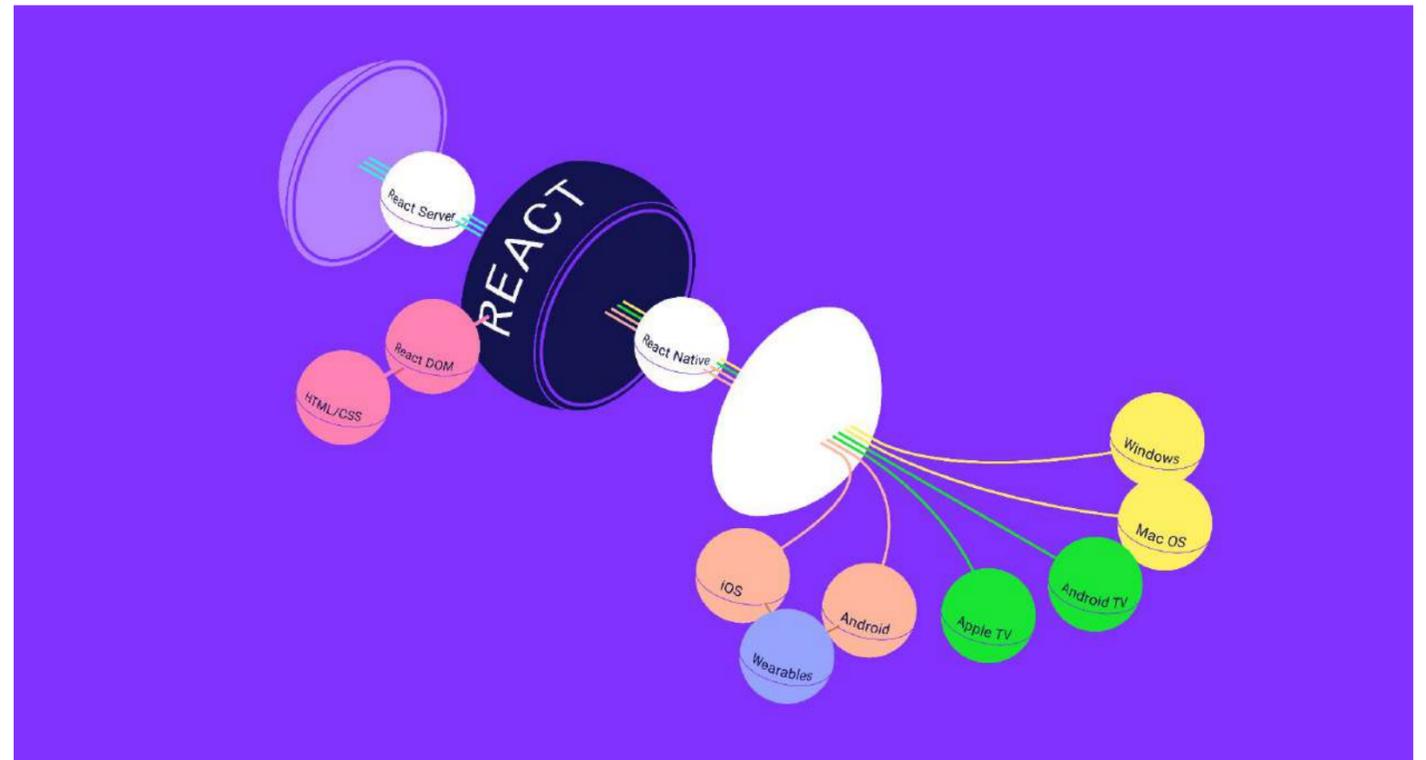
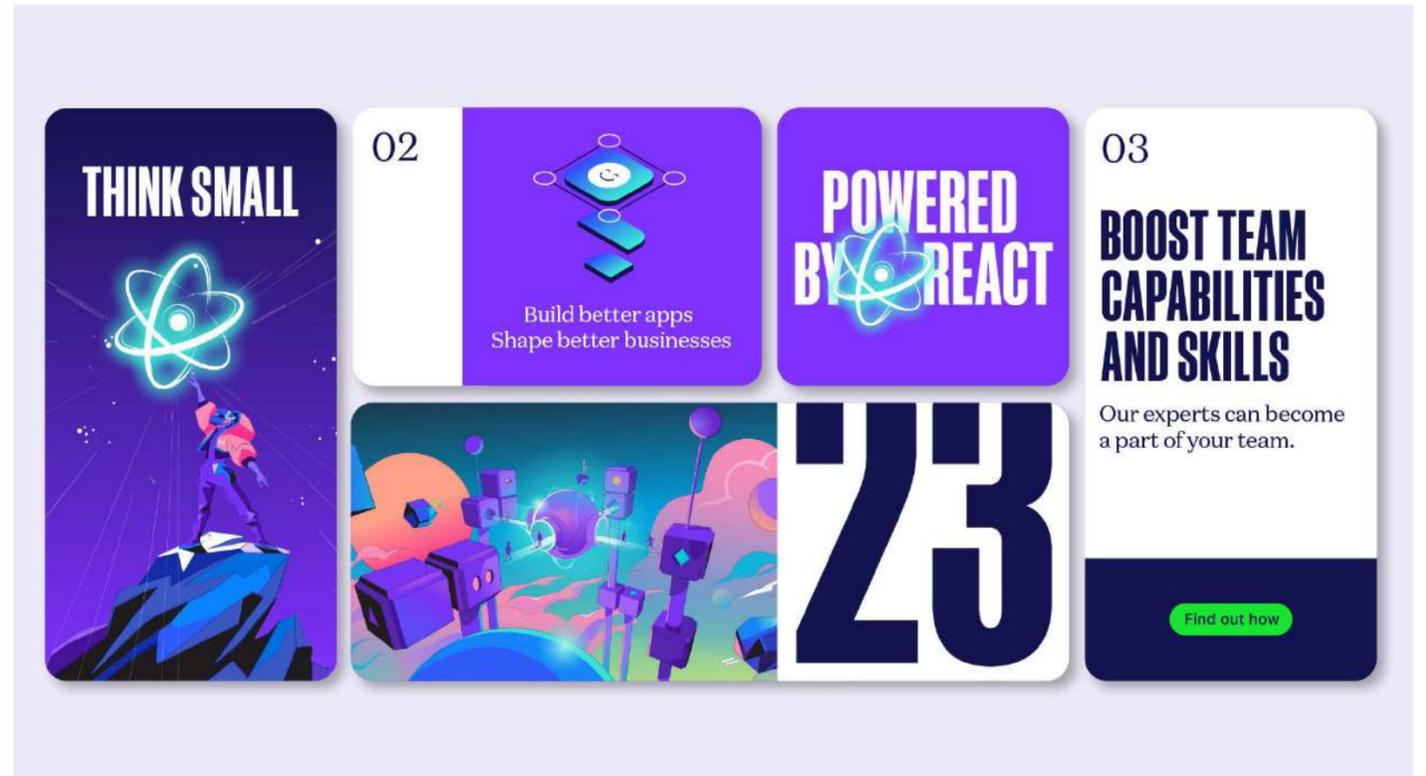


■ CASE STUDY

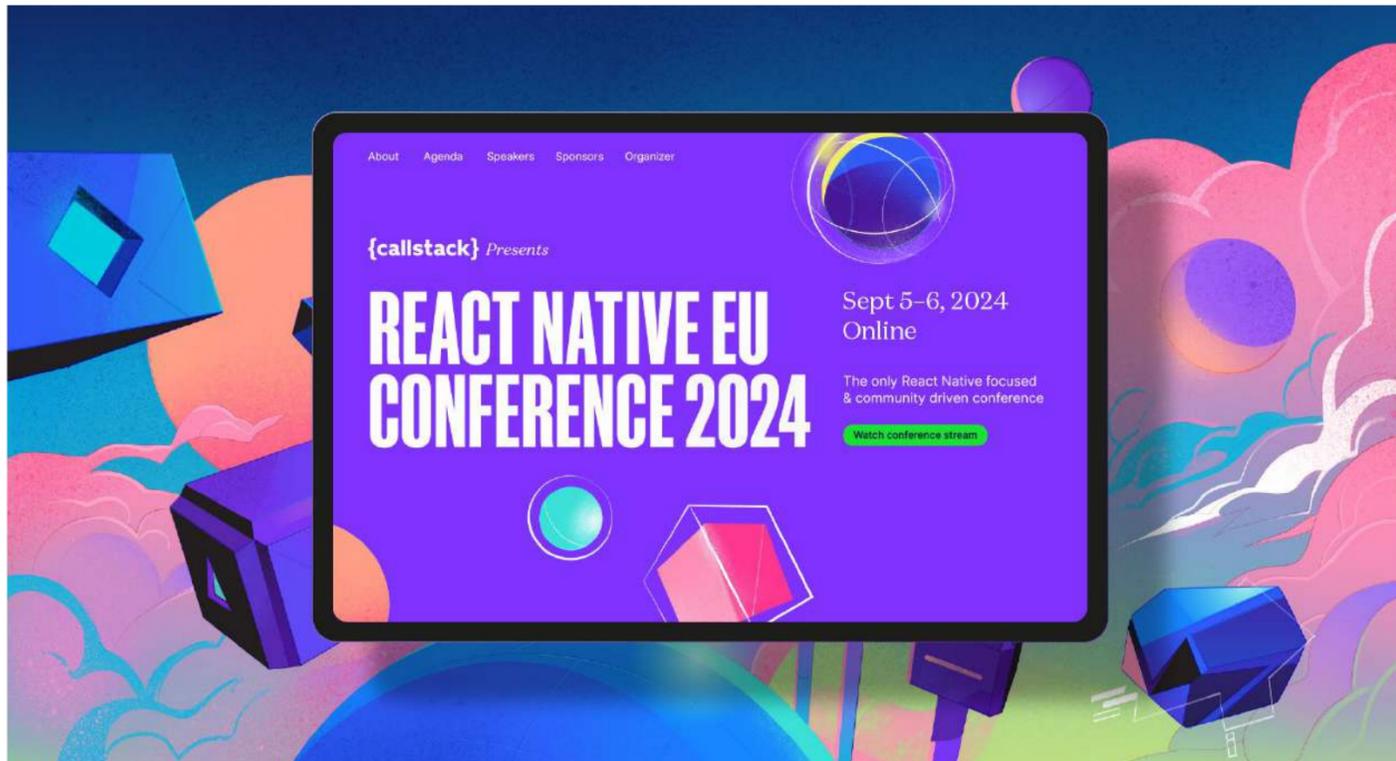


BRAND
Callstack Engineers

SECTORS
Brand Strategy
Visual Identity
Digital Design



■ CASE STUDY



BRAND
Callstack Engineers

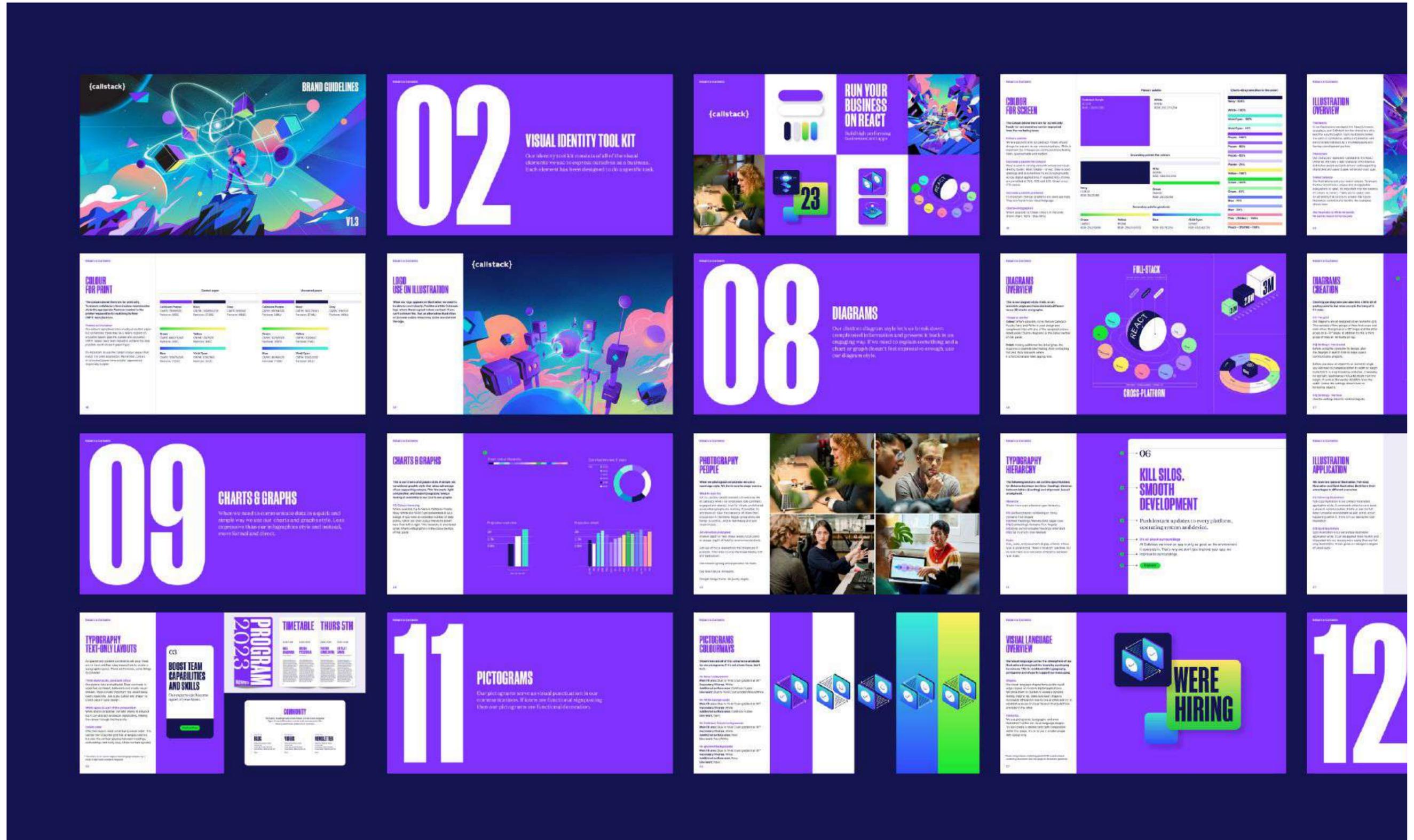
SECTORS
Brand Strategy
Visual Identity
Digital Design



■ CASE STUDY

BRAND
Callstack Engineers

SECTORS
Brand Strategy
Visual Identity
Digital Design



WHO

Total Software Engineering Consultancy

WHAT**We transform organizations and teams through transformative apps****WHY**

Most software is built in silos. This leads to duplication of teams, processes and work. That's why at Callstack we build apps in the *React Universe* - our cross-platform and full-stack tech stack that combines different languages and frameworks into a single programming model. The result is transformative apps that transform the way you work.

HOW

BUSINESS TRANSFORMATION

Simplify team structures and reduce duplication of work

- One programming model
- Improve end-to-end development skills and capabilities
- Breakdown knowledge and communication silos with a single programming model
- Access an ecosystem of expert Open Source community knowledge

CROSS-PLATFORM CAPABLE

Build across multiple platforms and operating systems

- Unified UI language on every platform
- Javascript runtime environment
- Cross-platform functionality
- Instant cross-platform updates
- iOS/Android/web support for wearables and niche platforms

FASTER WITH FULLSTACK

Develop both the front and back-end in one language

- Universal Javascript/Typescript front and back-end frameworks
- Trusted & maintained Open Source libraries
- Faster user pageloads with server-side rendering
- Dynamic code loading and global OTA updates

BOOST APP PERFORMANCE

Find and fix issues that stop your apps from performing

- Diagnose and reduce technical debt
- Perform holistic performance audits and code base optimizations
- Remove technology and process obstacles
- Futureproof your tech stack
- Upskill and train your teams

■ CASE STUDY

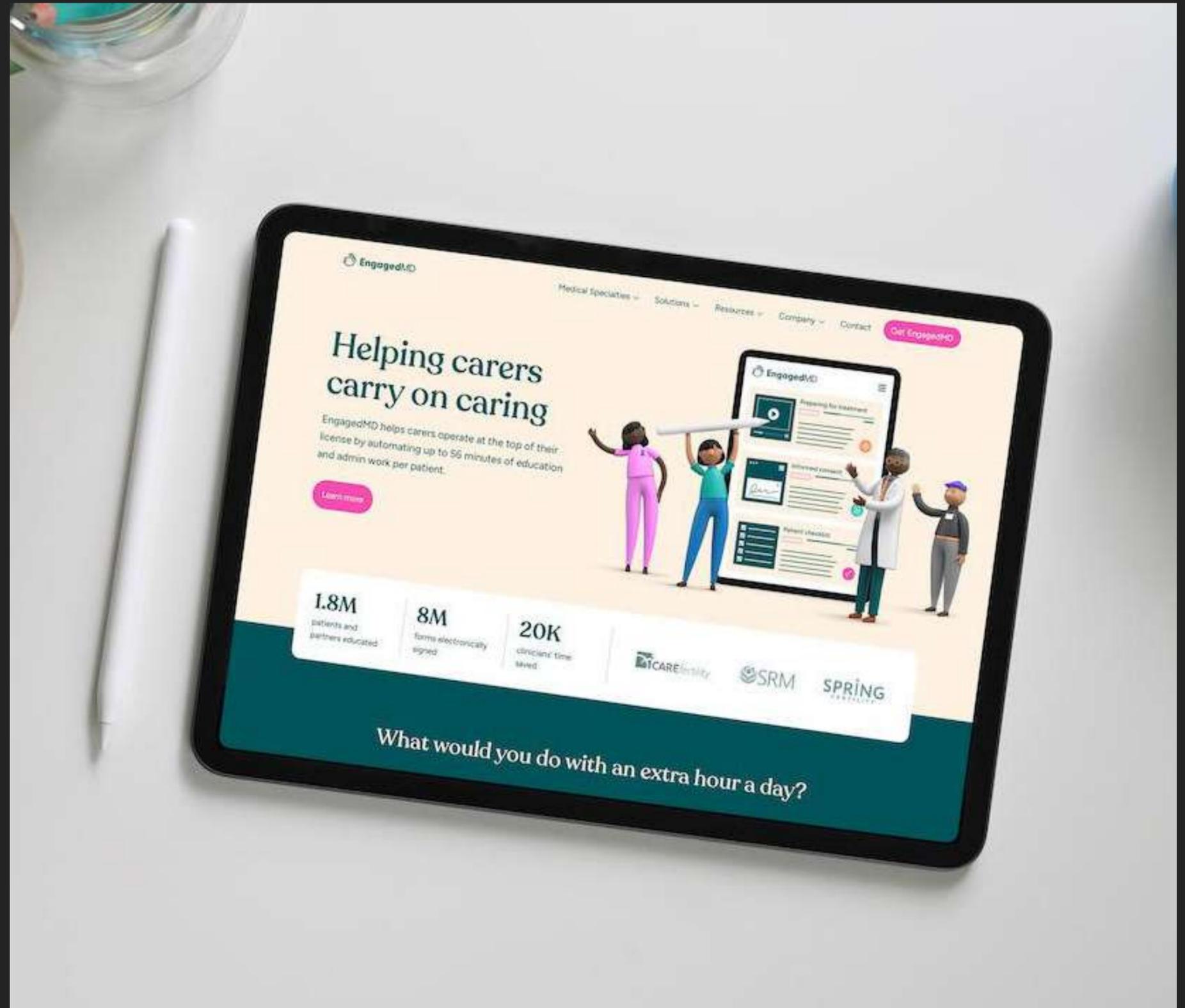
We helped a medtech SaaS company get famous beyond fertility

BRAND

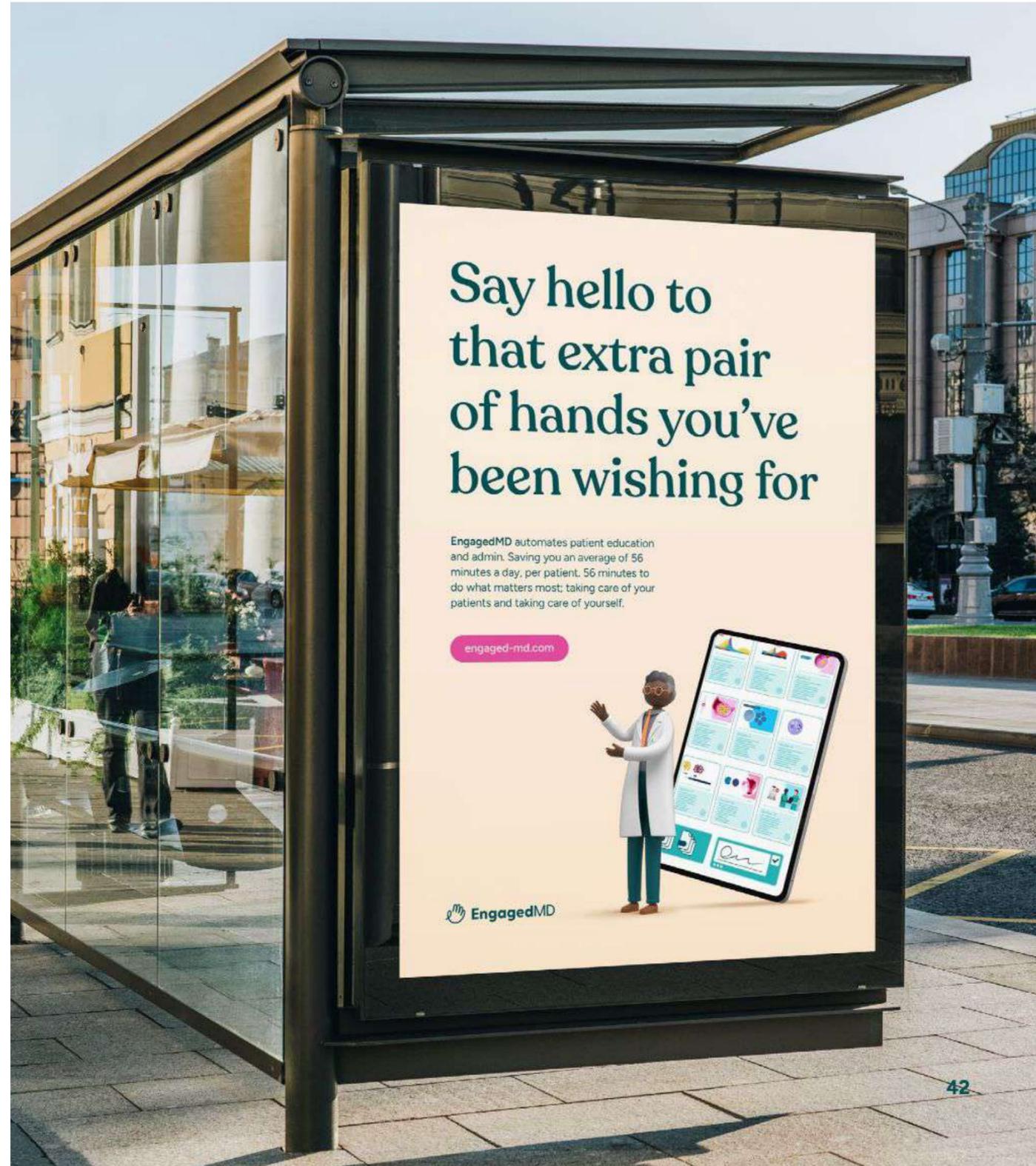
EngagedMD

SECTORS

Brand Strategy
Visual Identity



■ CASE STUDY



BRAND
EngagedMD

SECTORS
Brand Strategy
Visual Identity

■ CASE STUDY



Welcome to EngagedMD
EngagedMD automates patient education and admin. Saving you an average of 56 minutes per patient. 56 extra minutes to do what really matters; taking care of your patients and yourself.



BRAND
EngagedMD

SECTORS
Brand Strategy
Visual Identity

■ CASE STUDY



BRAND
EngagedMD

SECTORS
Brand Strategy
Visual Identity

SLOGAN

Helping carers carry on caring

PROMISE

We help carers operate at the top of their license by automating up to 56 minutes of education and admin work per patient.

POSITIONING

EngagedMD automates patient education and admin, two time-intensive functions that get in the way of carers actually caring for people. Medical practices that use EngagedMD save up to 56 minutes of patient time per day. Which means more time for high-quality consults, more space to support patients, and more moments to breathe. The effect? Happier staff taking better care of more people. *What would you do with an extra hour a day?*

PILLARS**Save time by automating admin**

Automate patient education and admin processes to deliver meaningful time savings to front line staff.

- Get patients into your EMR workflow instantly and effortlessly
- Make in-person classes a thing of the past
- Cut out time-consuming paperwork
- Let our smart robot handle patient reminders and routine interactions

Deliver better staff and patient experiences

Give carers the time and space to do what they do best and deliver better quality care to more people.

- Allow for more efficient and effective consultations
- Improve patient satisfaction with seamless, personalized processes
- Put more power into patients' hands by completing pre and post-treatment activities from home
- See more patients without having to hire more staff

Reduce risks and improve compliance

Ensure patients understand their procedures and comply with necessary rules and regulations.

- Ensure every form is completed correctly with no missing signatures
- Embedded knowledge checks to ensure patient comprehension
- Provide an audit trail showing patients meet full compliance before and after treatment
- Reduce the legal risk of lawsuits and malpractice claims due to human error or oversight

Make your medical practice run like magic

Take the friction out of front-line care with an intuitive software platform that evolves with your needs.

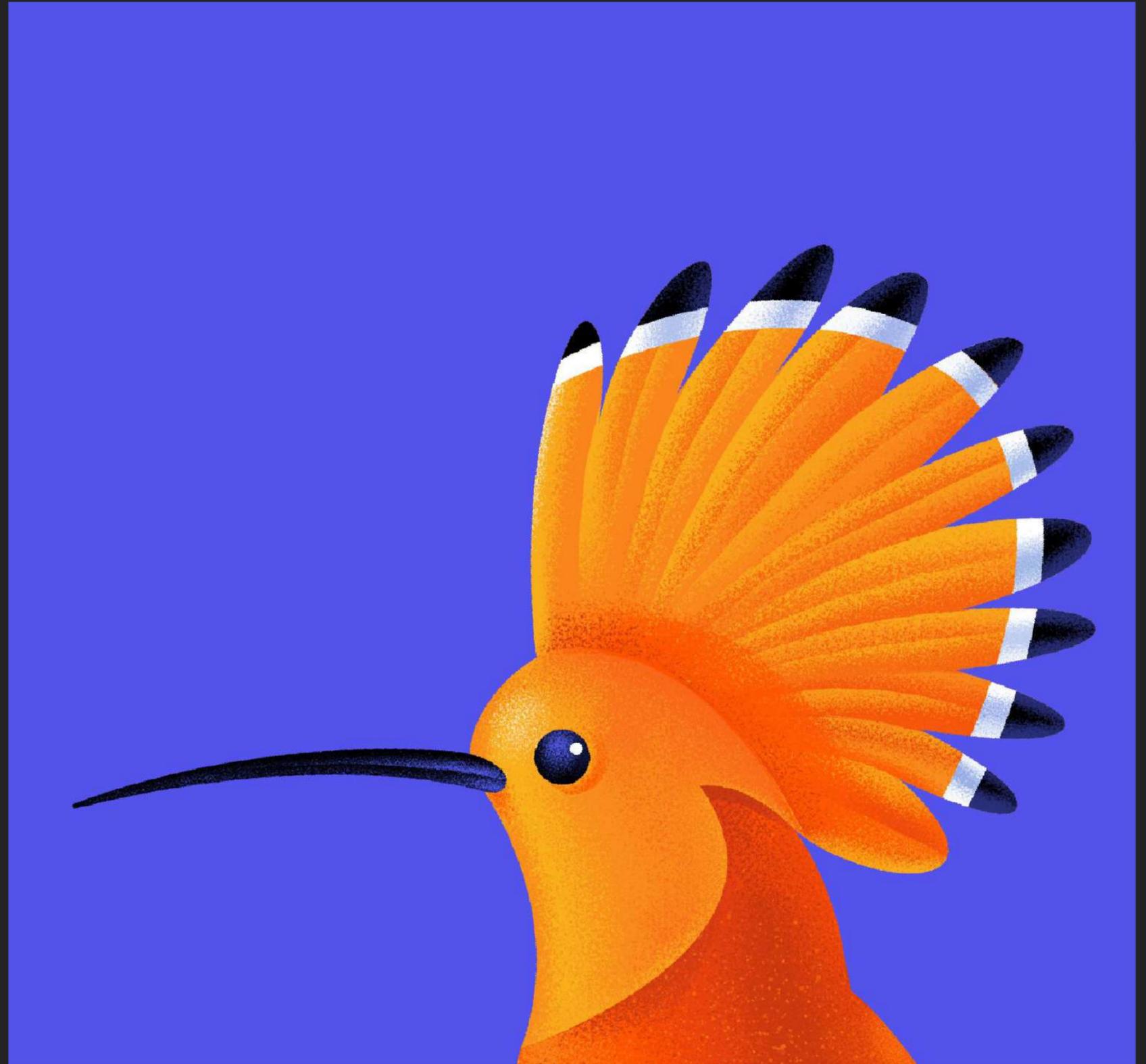
- Works seamlessly with your existing EMR and workflows
- Beautifully crafted, simple to get started, easy to use
- Custom-developed for your medical practice's area of expertise
- Frequent updates with new features and integrations to meet your evolving needs

■ CASE STUDY

We helped a social fintech reposition for accelerated growth

BRAND
Hopo

SECTORS
Brand Strategy
Naming
Visual Identity



■ CASE STUDY



BRAND

Hoopo

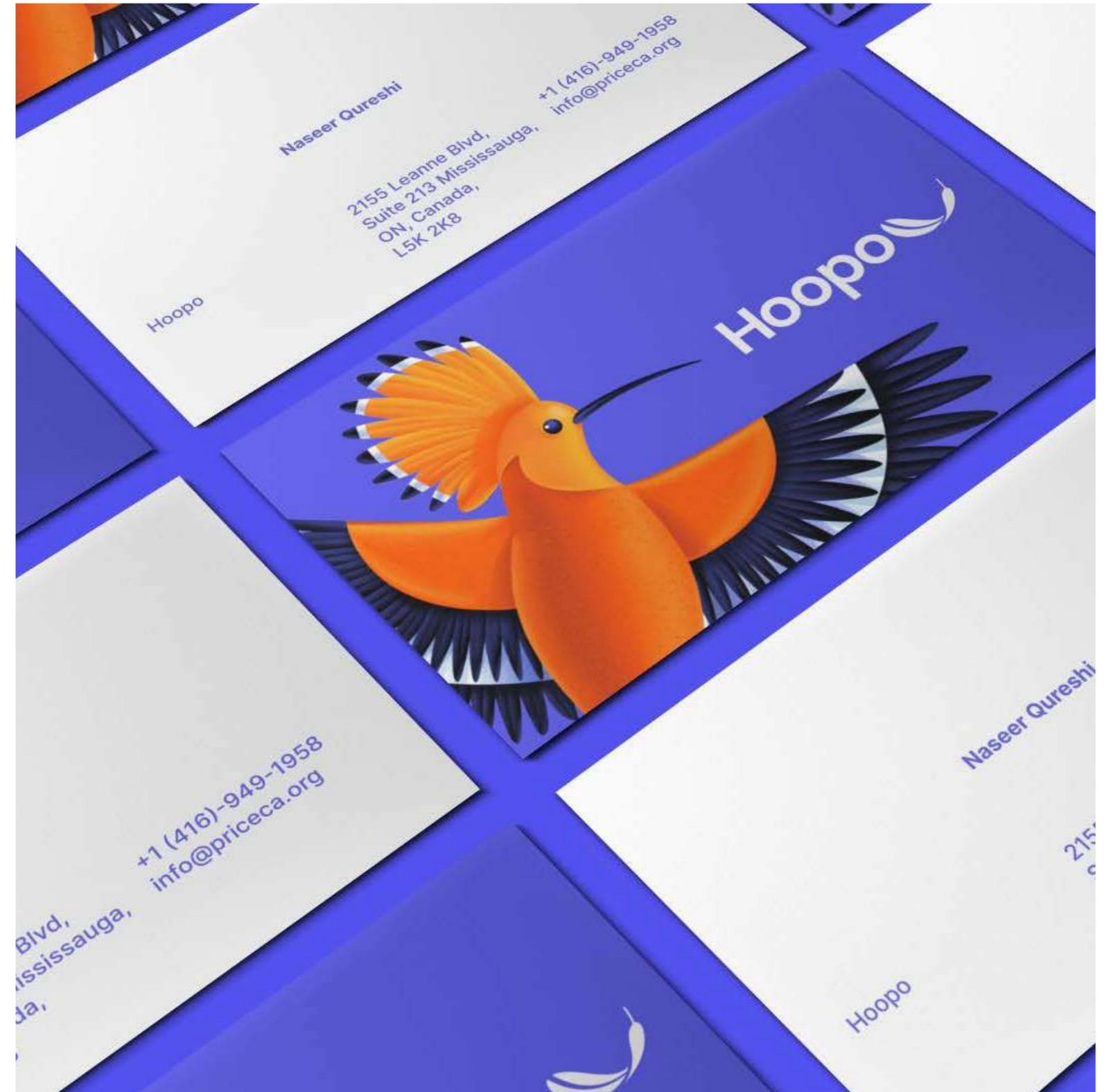
SECTORS

Brand Strategy

Naming

Visual Identity

■ CASE STUDY



BRAND
Hoopo

SECTORS
Brand Strategy
Naming
Visual Identity

■ CASE STUDY

BRAND

Hoopo

SECTORS

Brand Strategy

Naming

Visual Identity



The image shows two smartphone screens side-by-side on a blue background. Each screen has a black border and a notch at the top. The left screen displays the time '09:20', signal strength, and battery icons. The main text on the left screen reads '13%' in large white font, followed by 'Investor return' in a smaller white font. Below the text is a stylized illustration of a chili pepper with a black stem and a white band around its middle. The right screen also displays '09:20' and icons. The main text on the right screen reads 'Invest' in large white font, followed by 'in potential' in a smaller white font. Below the text is a stylized illustration of an egg with a black top, a white band around its middle, and an orange bottom. Below each screen is a paragraph of white text.

13%
Investor return

The potential return for our investors is determined based on the collective performance of all livestock. While we cannot guarantee any return, previous investors have all realized double digit gains.

Invest
in potential

Create jobs that break the reliance on handouts, while netting a return on your investment as well.

SLOGAN

Re-defining charity from pity to paychecks

ABOUT US

Hoopo is a social enterprise that transforms impoverished communities through the power of work. Our unique investment model creates jobs that break the reliance on handouts, while delivering a return to our supporters as well. We put your kindness where it counts.

PRINCIPLES

From aid to employment

Donations create dependency. We think there's a better way. We put your kindness where it counts, creating jobs that transform poverty-stricken communities into thriving social enterprises.

From donations to dividends

We've created an investment - not a donation - model. Micro entrepreneurs get the investment they need to succeed and you get a healthy return on investment, making Hoopo a sound financial choice and a sound moral one too.

From bloated to lean

When you donate to a charity, nearly half the money doesn't make it to the field. Our admin fees are zero. So all of your money funds micro investments that deliver a macro impact that lift up communities for good.

■ CASE STUDY

We helped turn a novelty event into a \$1bn sport

BRAND

Formula E Racing

SECTORS

Brand Strategy

Visual Identity

Experience





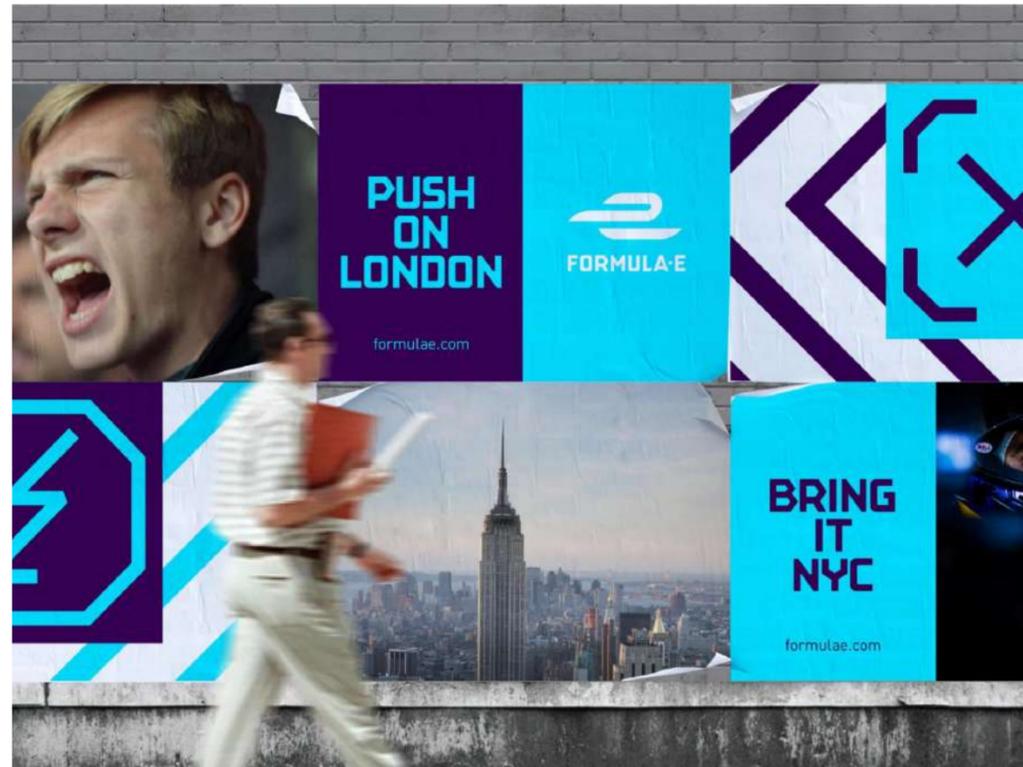
■ CASE STUDY



BRAND
Formula E Racing

SECTORS
Brand Strategy
Visual Identity
Experience

■ CASE STUDY



BRAND
Formula E Racing

SECTORS
Brand Strategy
Visual Identity
Experience

■ CASE STUDY

We helped turn a regional airline into a global supercarrier



BRAND

Turkish Airlines

SECTORS

Brand Strategy

Experience & Design



■ CASE STUDY



BRAND
Turkish Airlines

SECTORS
Brand Strategy
Experience & Design

■ CASE STUDY



Future State Exam Map

Brand Essence
The brand essence functions as the shorthand for the overall strategy.

Delightfully Different

Positioning Statement
Clarifies who the brand is designed for, the challenge we solve and the distinctive benefit we offer.

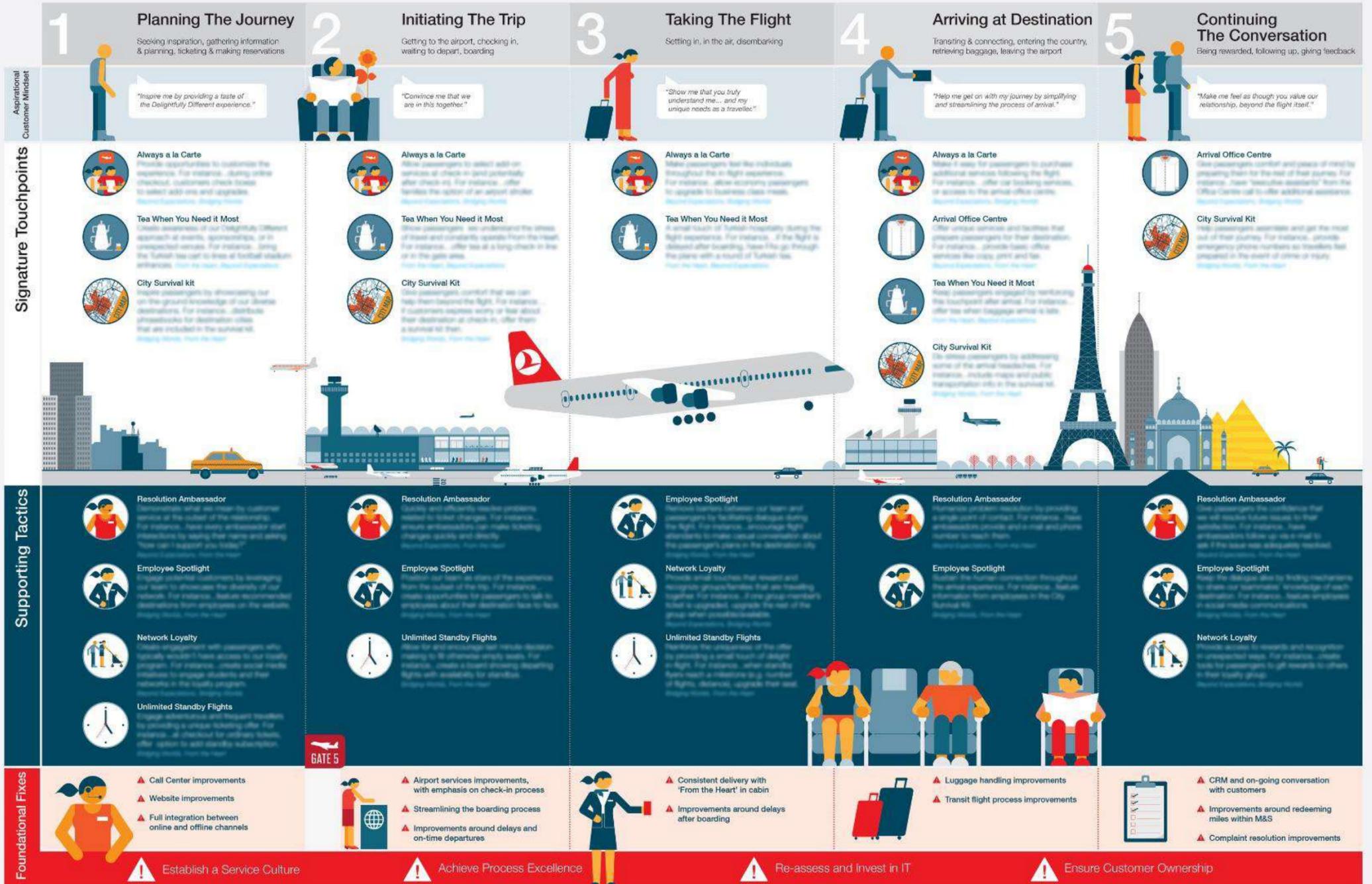
For the global traveller in search of something new, Turkish Airlines brings the different cultures, people and perspectives of the world closer together, delivering a travel experience that's truly Delightfully Different.

Brand Pillars
The characteristics and personality elements that describe how the brand behaves:

- Beyond Expectations:** Our passengers will be surprised by the unexpected excess we can deliver without ever compromising on high standards in safety, reliability or quality.
- From the Heart:** Our passengers can expect a travel experience that offers genuine Turkish hospitality that is warm and inviting but done in a modern and contemporary way.
- Bridging Worlds:** By virtue of our geography and the different cultures and people we've historically been exposed to, our passengers can expect a degree of empathy and understanding from our staff that you won't see anywhere else.

Reasons to Believe
The proof points that we can leverage:

- Network Size
- Young Fleet
- Strategic Location
- Rich Culture



BRAND Turkish Airlines

SECTORS Brand Strategy Experience & Design

■ CASE STUDY



BRAND
Turkish Airlines

SECTORS
Brand Strategy
Experience & Design

■ CASE STUDY

Making the network's diversity their difference again

BRAND

Al Jazeera

SECTORS

Brand Strategy

Advertising

Mini Brand Campaign



■ CASE STUDY



BRAND
Al Jazeera

SECTORS
Brand Strategy
Advertising
Mini Brand Campaign

■ CASE STUDY

Helping a progressive icon re-establish their voice

BRAND

Toronto Star

SECTORS

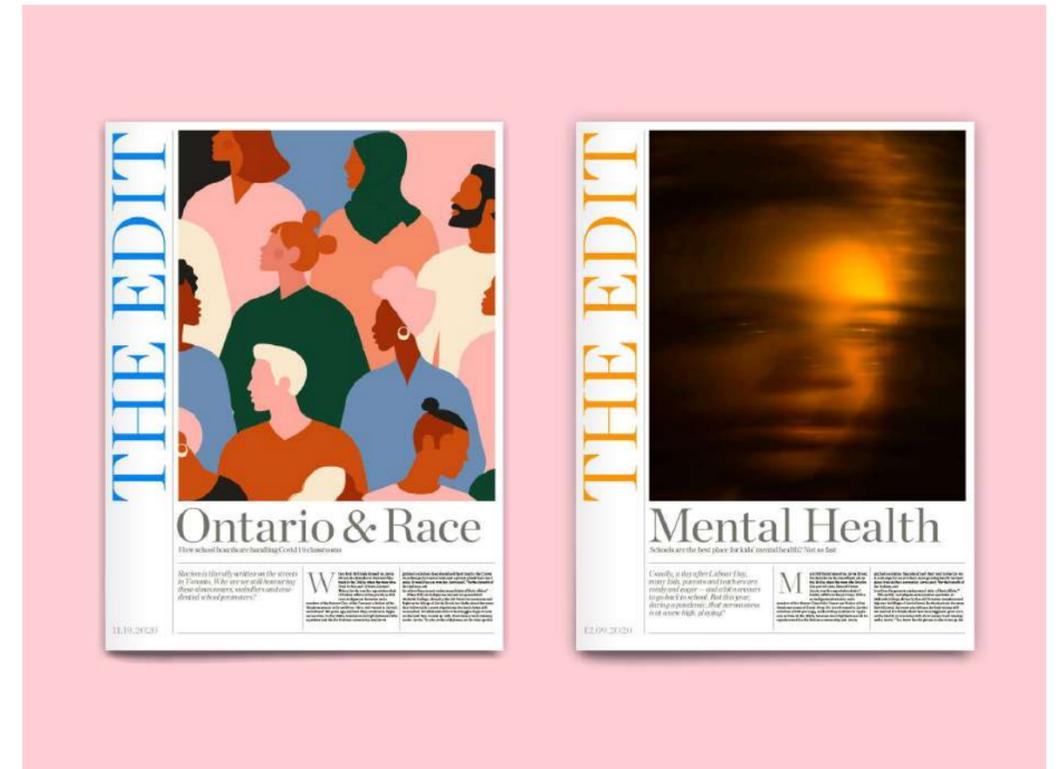
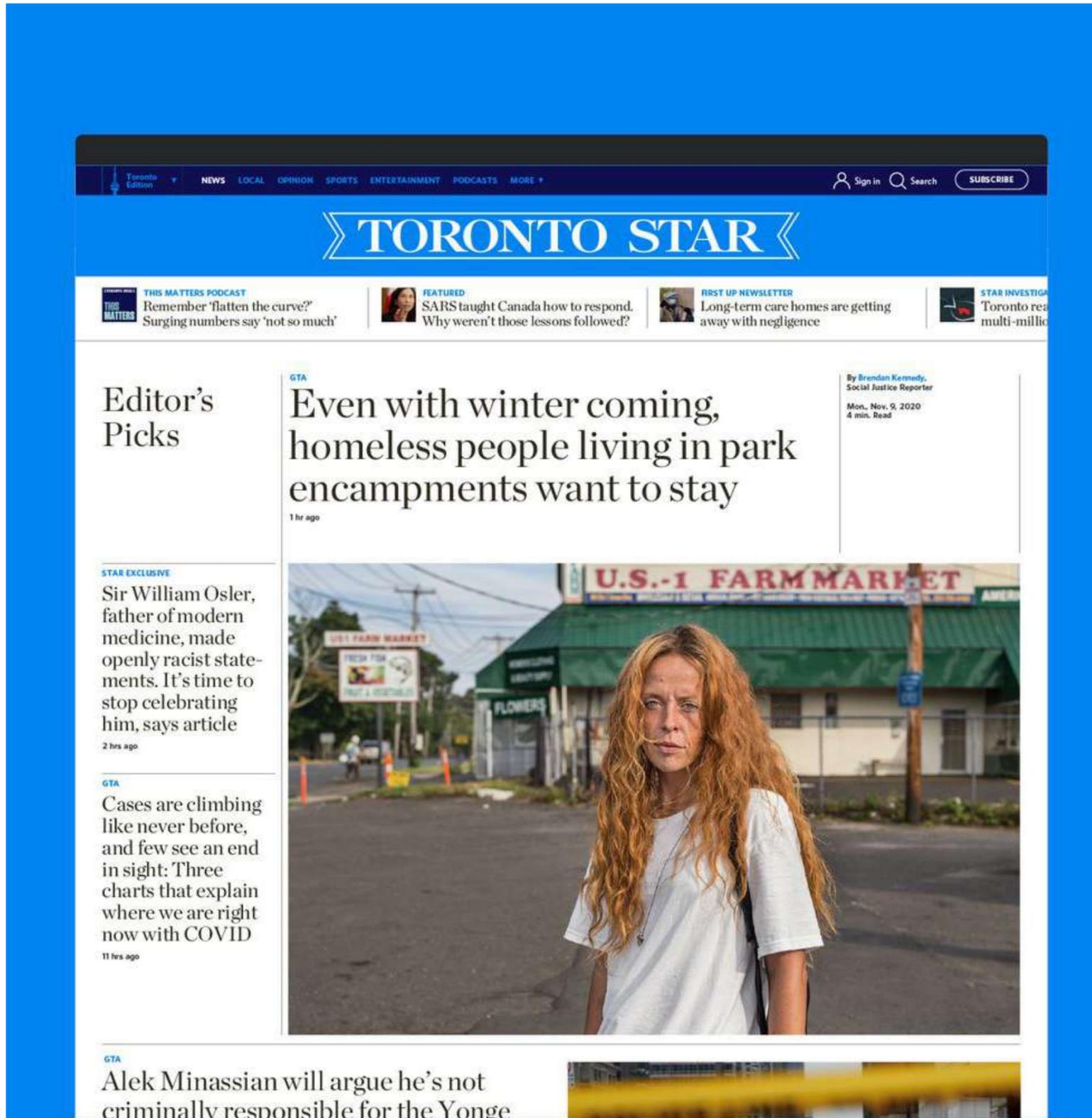
Brand Strategy
Advertising
Digital Design



■ CASE STUDY

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1. Edition

"School pandemic plans just don't work for working parents"



Books

Margaret Atwood: her first new book of poetry in more than a decade



Health and Wellness

Study shows cannabis use leads to reduction in alcohol use, but are we just swapping one vice for another?



Canada

War, famine, coronavirus? Chinese astrologers prophesied a 'year of doom' in 2020



Sport

The Blue Jays' Vladimir Guerrero wants to return to third base, but it's not his call



TORONTO STAR

Weather: High 11 C. Showers or Thunderstorms

Friday, November 26, 2020

264
(50.51%)
TRUMP
2020

214
(47.85%)
BIDEN
2020

BIDEN INCHES CLOSER TO VICTORY

Trump makes baseless claims



to challenge it to meet a pro-life criteria in support of 'Matters'.

Addressed earlier, "Taking steps to meet legal and moral obligations to meet challenges to some and other the legal and moral obligations to meet support."

From *encompass*, *Source* *Q&A* *Nov. 26/20* *File* *of* *News*

■ CASE STUDY

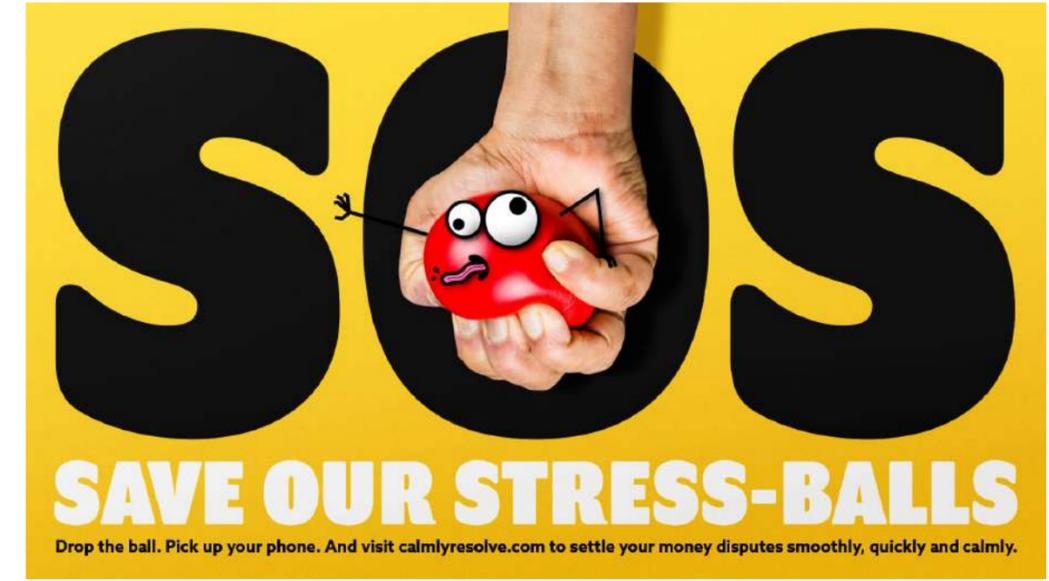
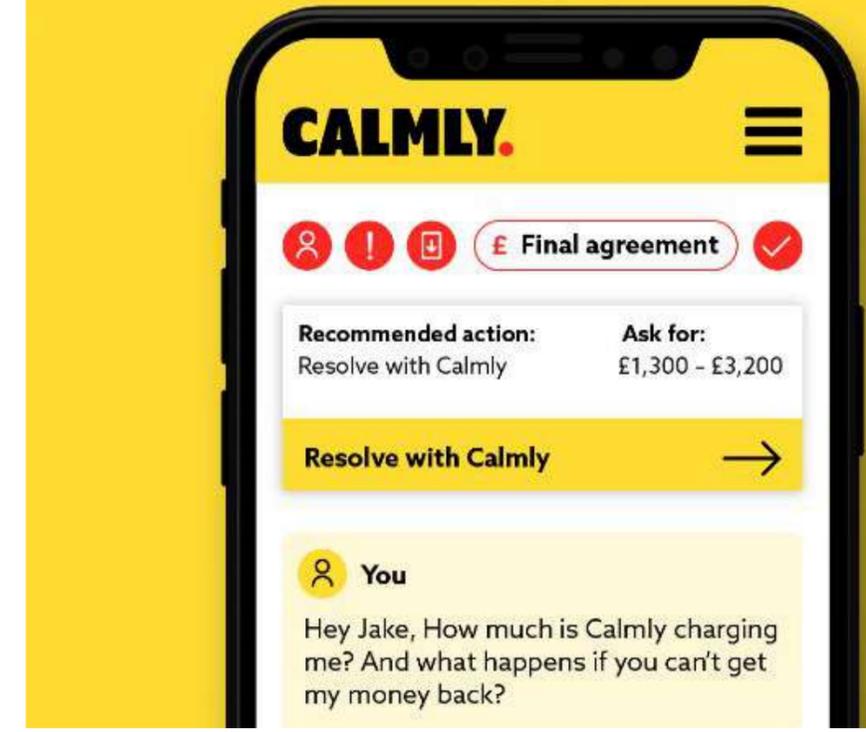
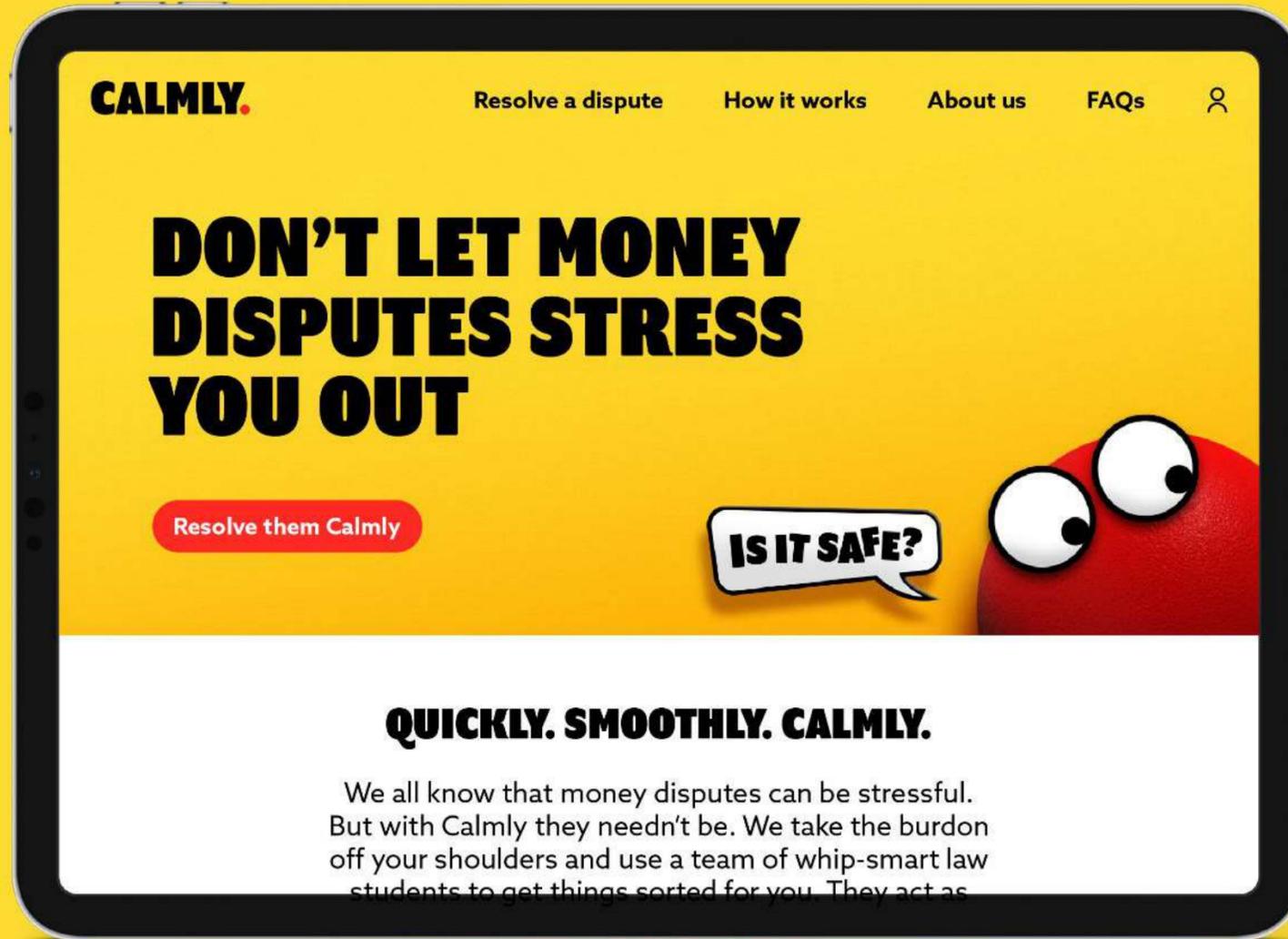
We are helping Calmly create a new category



BRAND
Calmly

SECTORS
Brand Strategy
Visual Identity

■ CASE STUDY



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Visual Identity

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Re-imagining narratives around Ramadan

BRAND

Penny Appeal Canada

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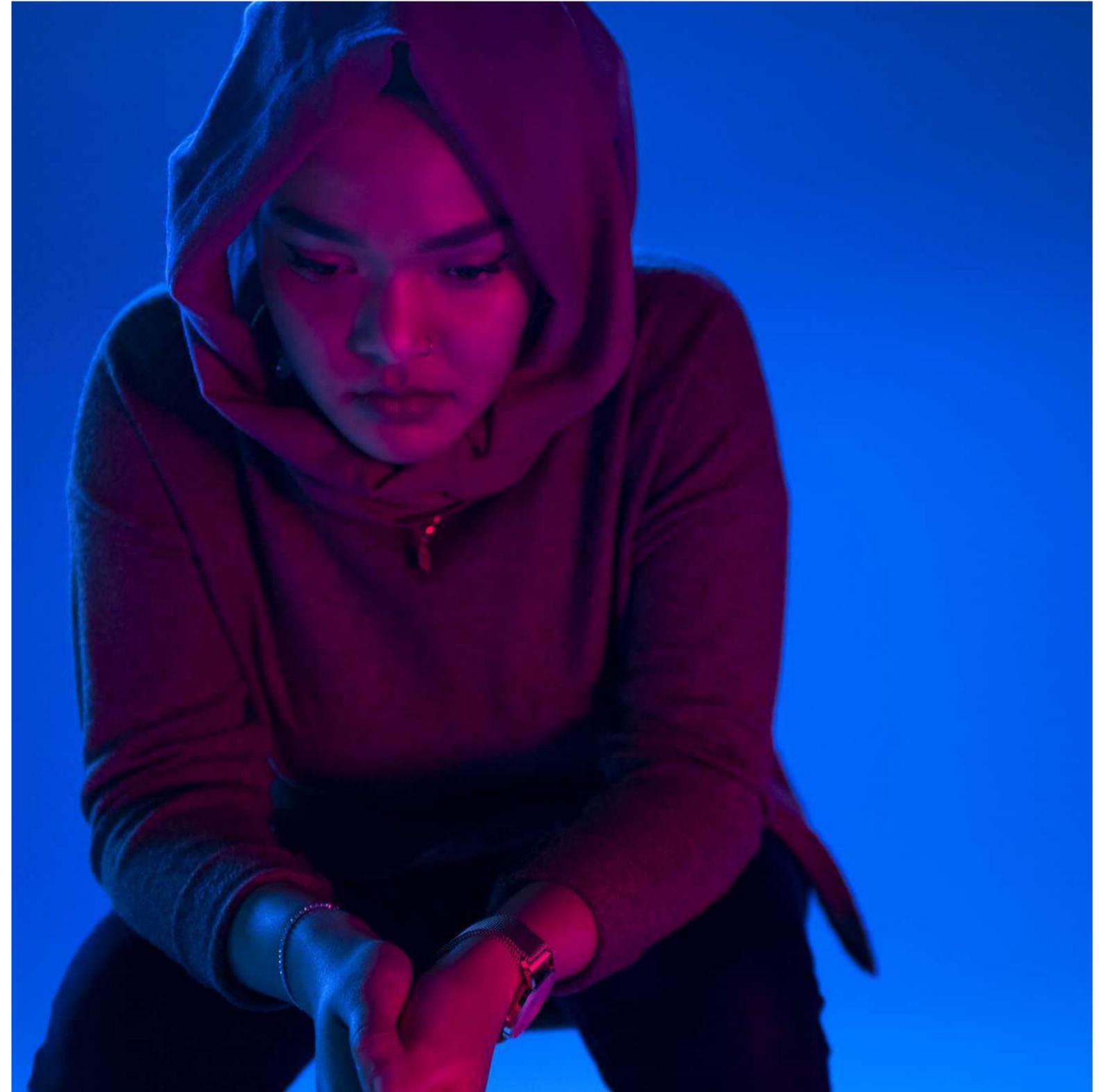
Advertising

Marketing ROI





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We helped Canoo unlock the best of Canada for new Canadians

BRAND

Canoo

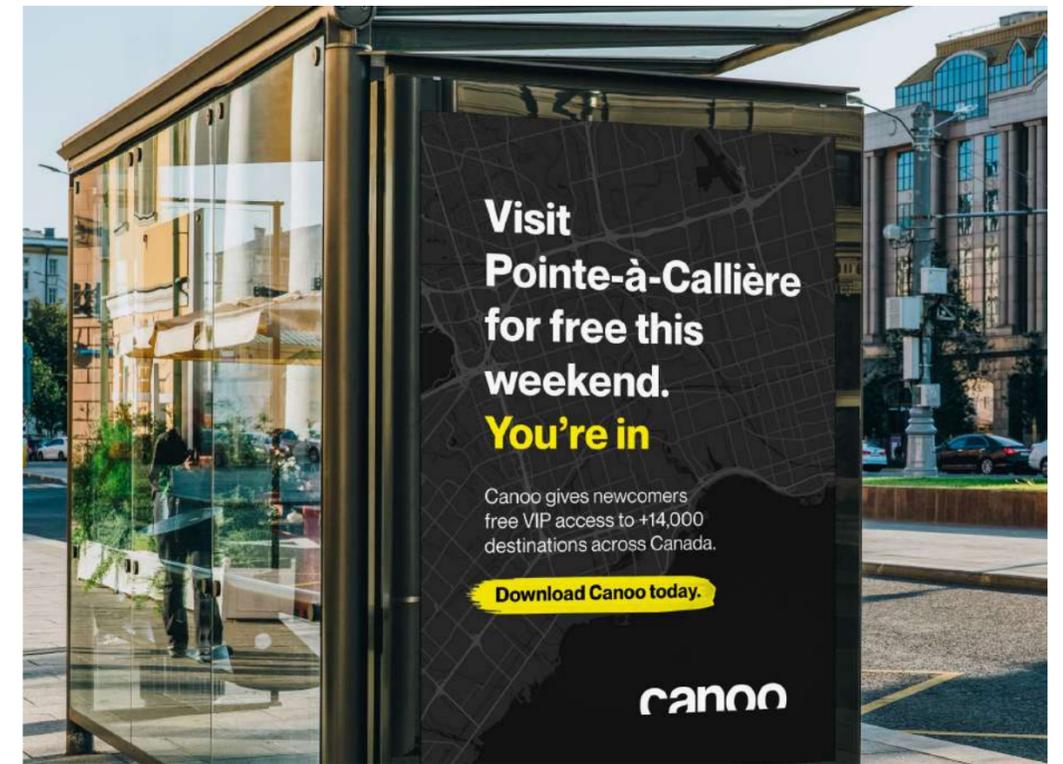
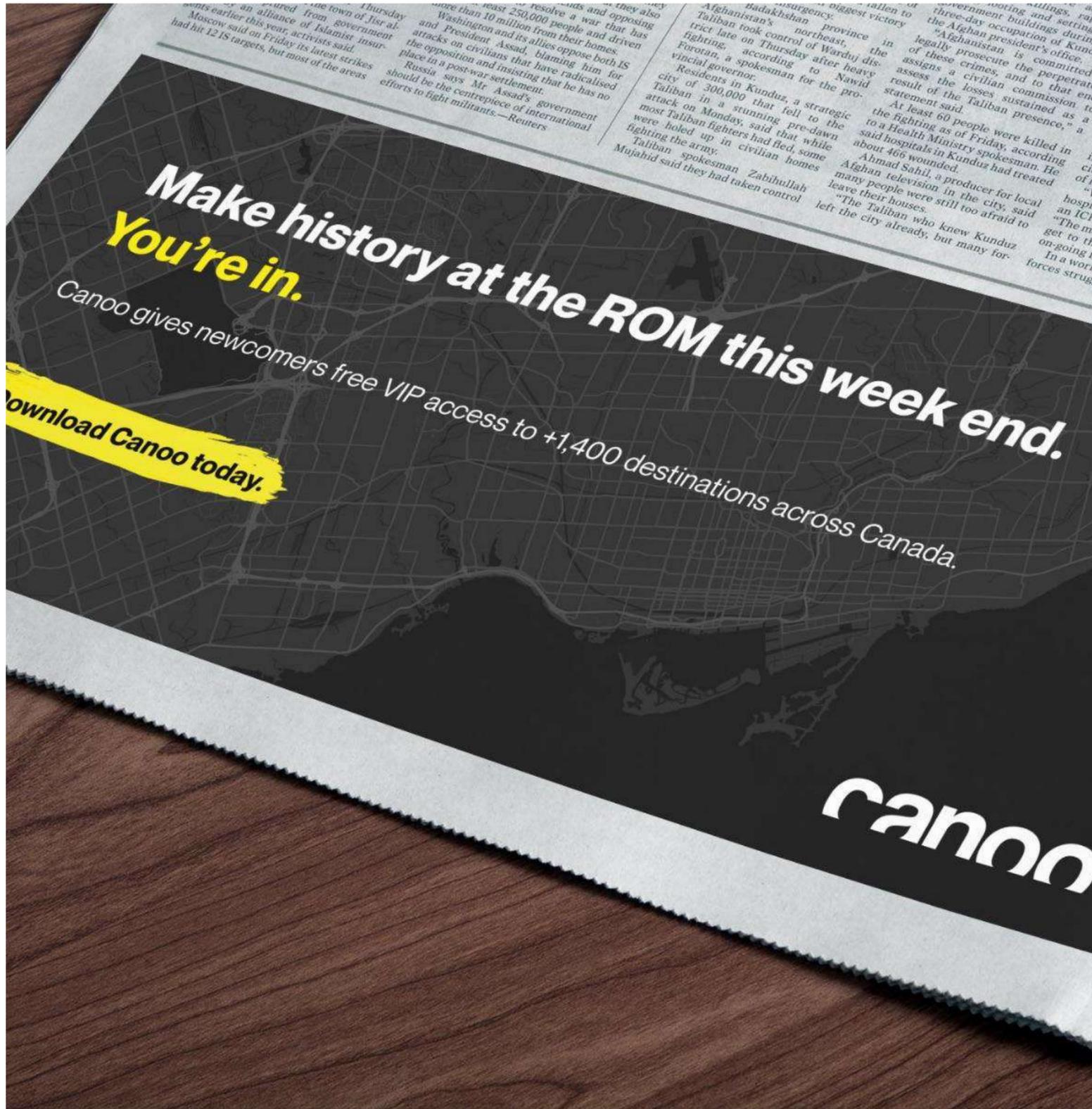
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Brand Development

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back in the *black***