

**Reactor
Brand/**

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ZGI

Brand Strategy Guide

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Our Clients

Successful brands don't focus on helping everyone; they help a **specific group of people really well.**

To do this, we need to **know them:** who they are, what they need, what they want to accomplish and how they define success.

Ideal client

01. Richard Devonshire

The CEO



01. Richard Devonshire

The CEO

Demographic Insights

- Caucasian male, 56 years old
- Lives in London, UK and has lived there all of his life
- CEO; earns £250k annually
- Married with one son (15yo)
- University Educated (Oxford)
- Drives an Aston Martin Vantage
- Reads Guardian newspaper
- Yearly holidays with his wife and son at The Burj Al Arab
- Listens to Pink Floyd, Mozart and Jazz

01. Richard Devonshire

The CEO

Affinities



01. Richard Devonshire

The CEO

Psychographic Insights

- Affinities for luxury brands
- Tech-orientated, prefers using Apple products
- Appreciates relationships and in-person interactions
- Enjoys sailing and supporting West Ham football club
- Passionate about art and design
- Humble and forward thinking

01. Richard Devonshire

The CEO

Strengths

- Focus
- Passion
- Expansiveness
- Vitality
- Appreciation
- Speaks mind

01. Richard Devonshire

The CEO

Weaknesses

- Obsession over detail
- Fear of not being understood
- Fear of not achieving business goals
- Fear of projects going over budget
- Can't easily delegate tasks to free up more time

01. Richard Devonshire

The CEO

Wants

- Greater recognition
- More efficient methodologies
- More clearly defined goals
- Greater focus
- More freedom with projects

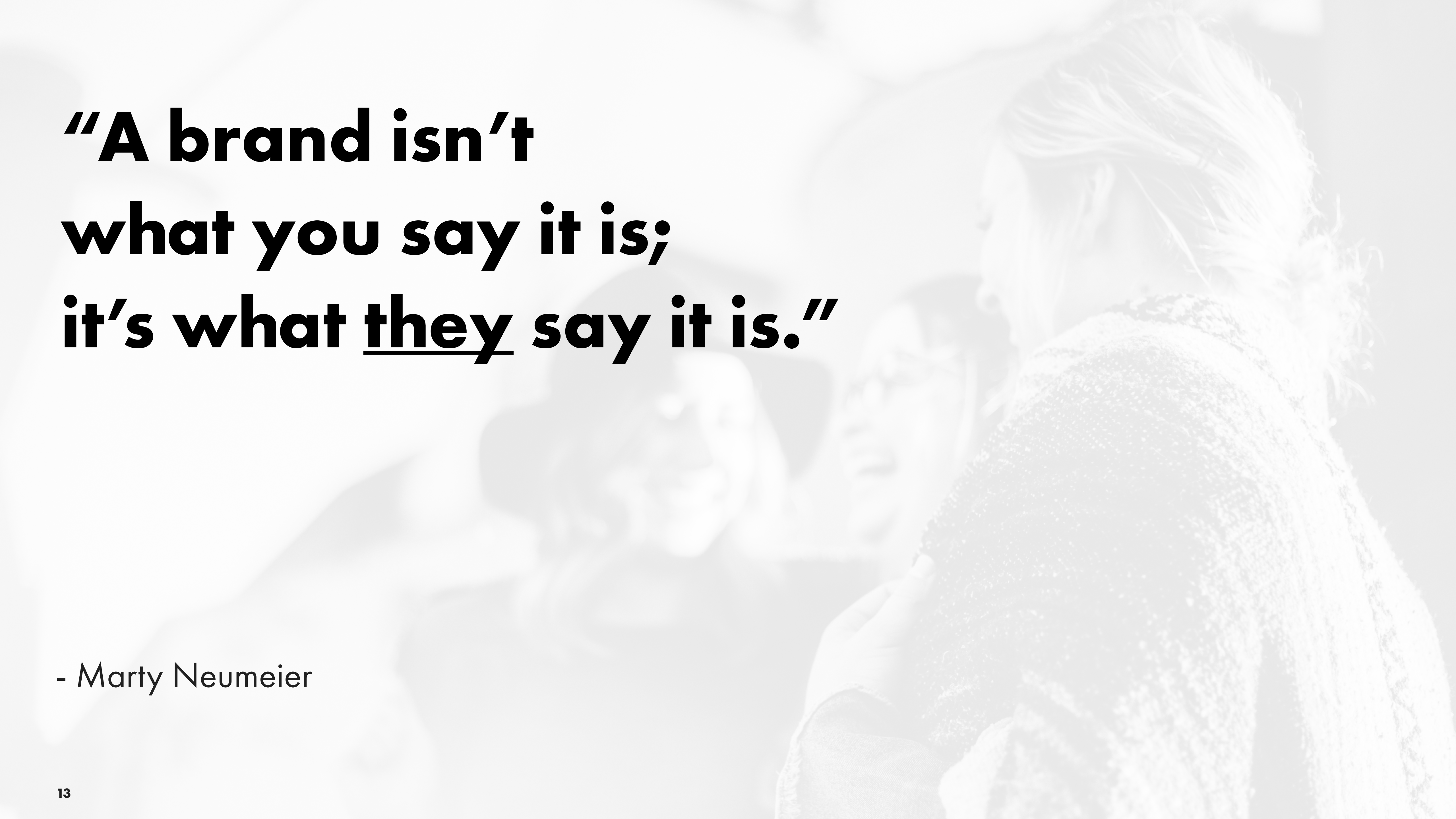
01. Richard Devonshire

The CEO

Obstacles

- Prior injuries that affect his mood and physical goals
- His loyalty and big heart are rarely reciprocated
- Not enough recognition at work for his efforts
- The fear of not completing all of life's goals
- Financial freedom

Brand Definition



**“A brand isn’t
what you say it is;
it’s what they say it is.”**

- Marty Neumeier

Brand Attributes

01. Culture

02. Customers

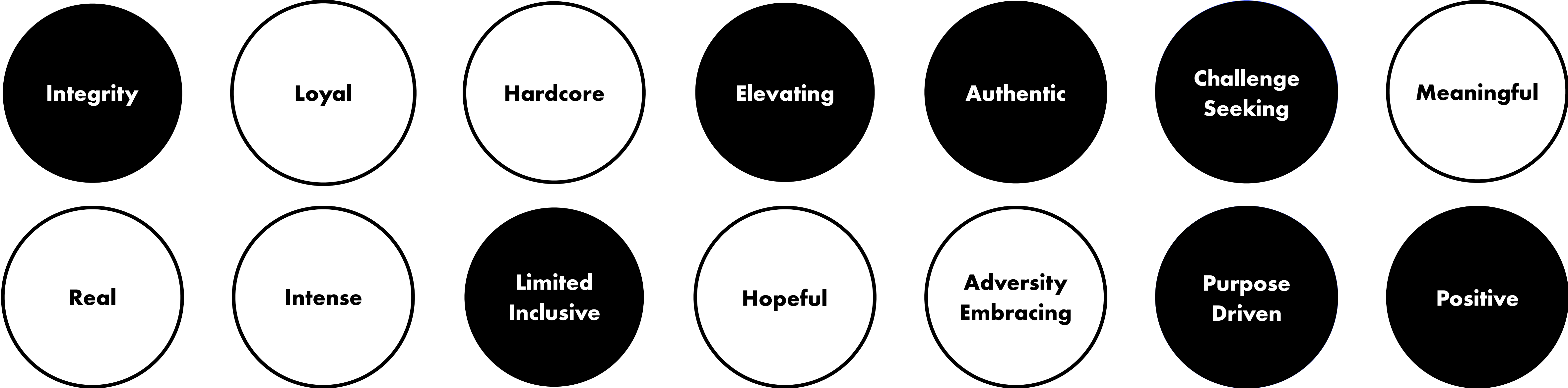
03. Voice + Tone

04. Look + Feel

05. Differentiation

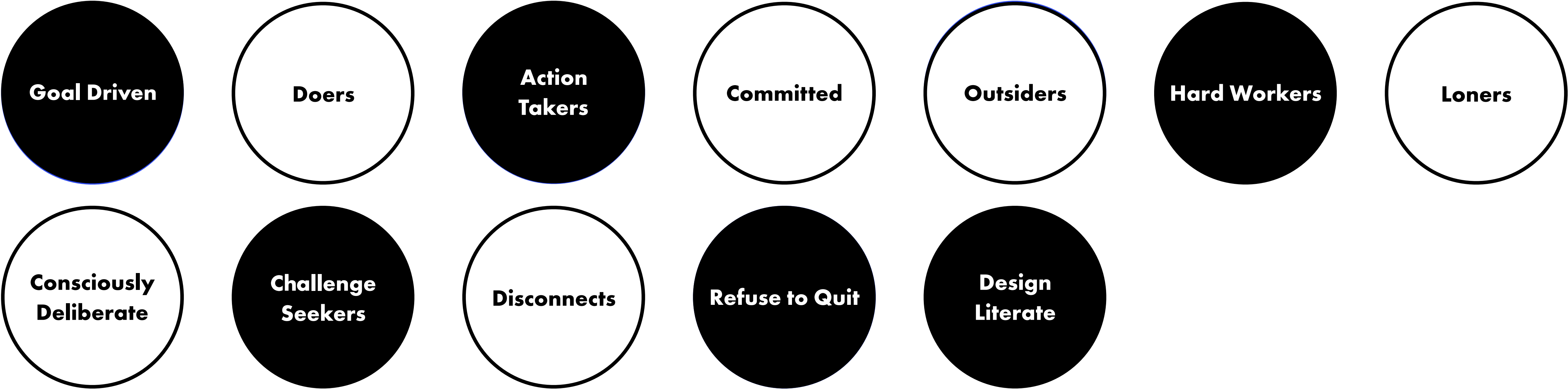
01. Culture

How your community describes you and what you do



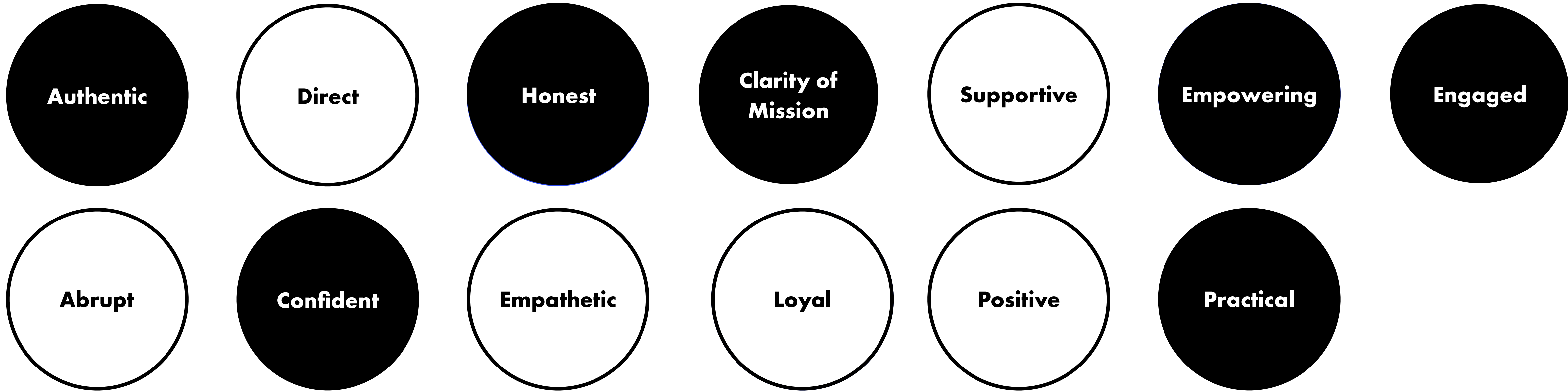
02. Customers

Who are you for? Who do you champion?



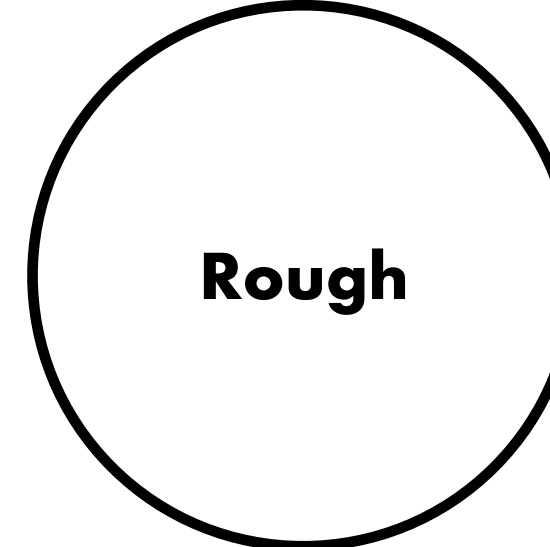
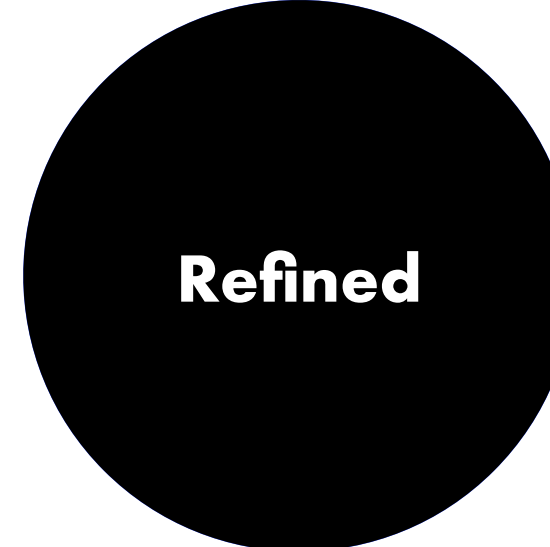
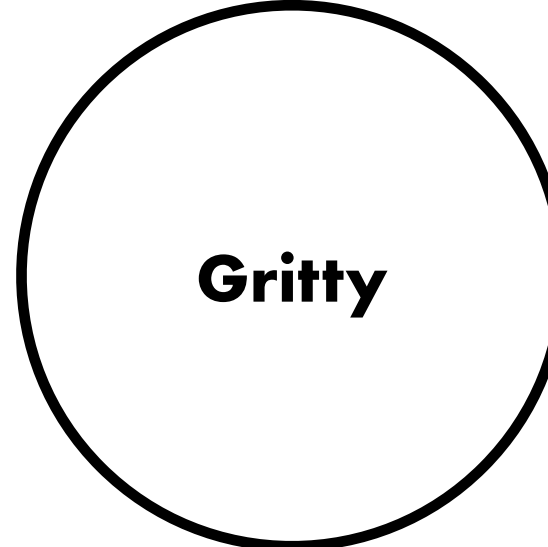
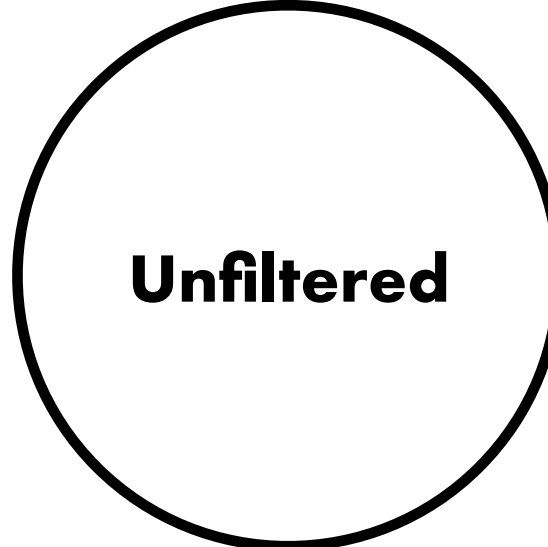
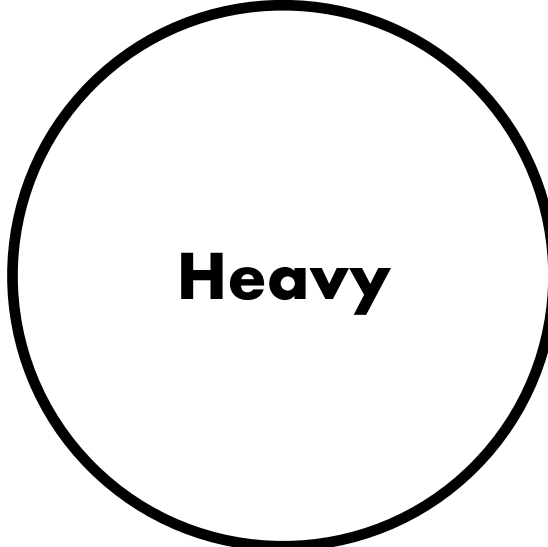
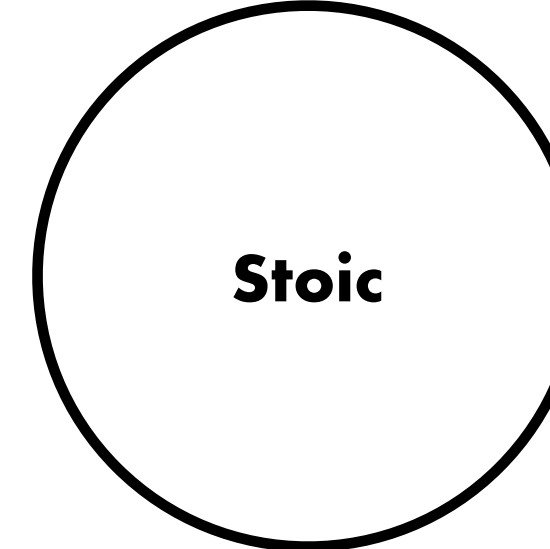
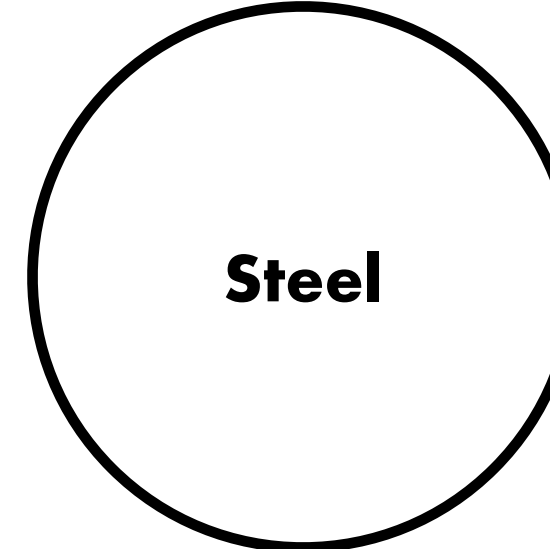
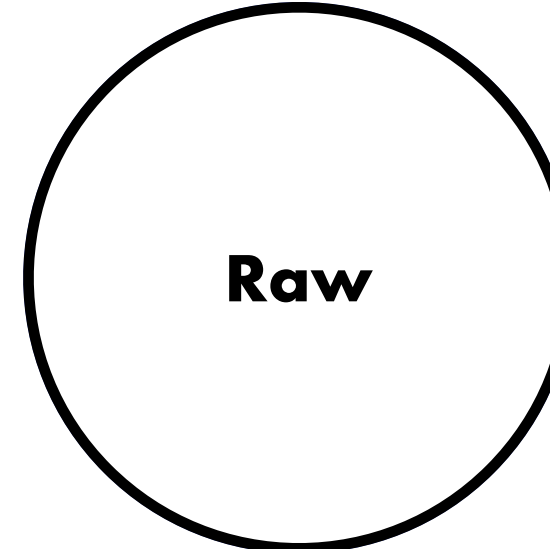
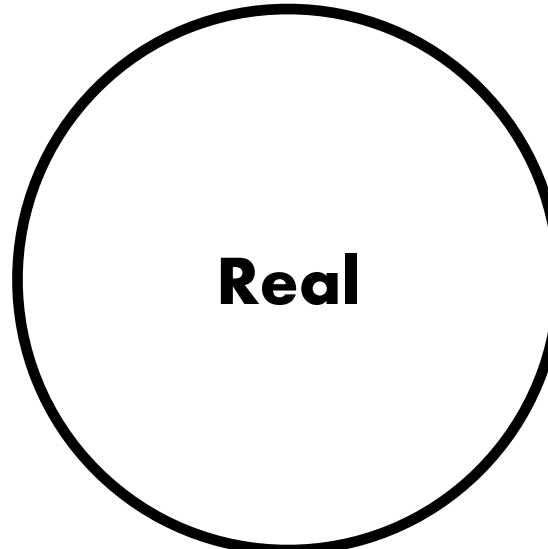
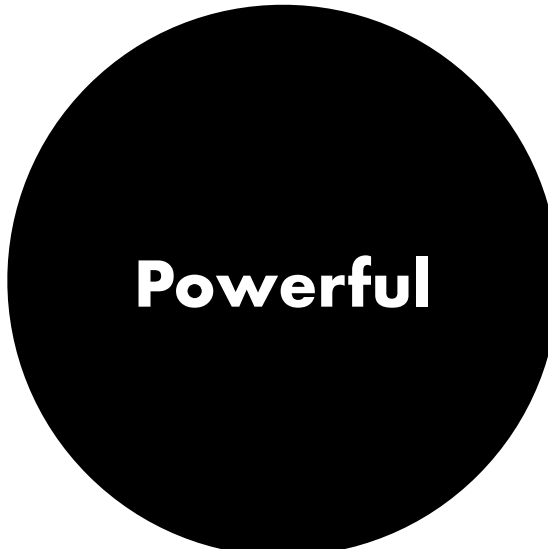
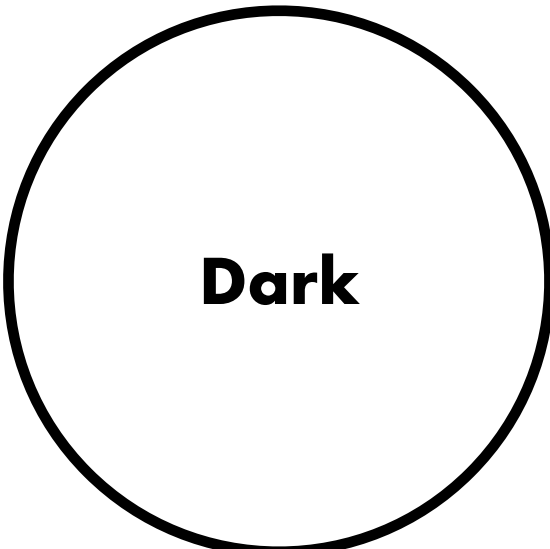
03. Voice + Tone

How do you sound to others? What type of attitude and personality do you project?



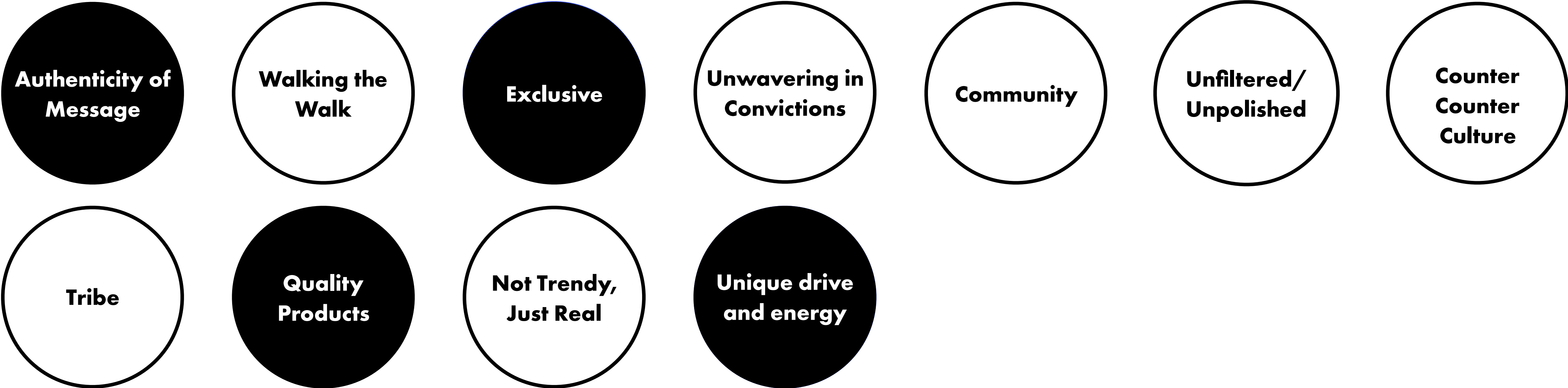
04. Look + Feel

How does your brand look and feel to others?



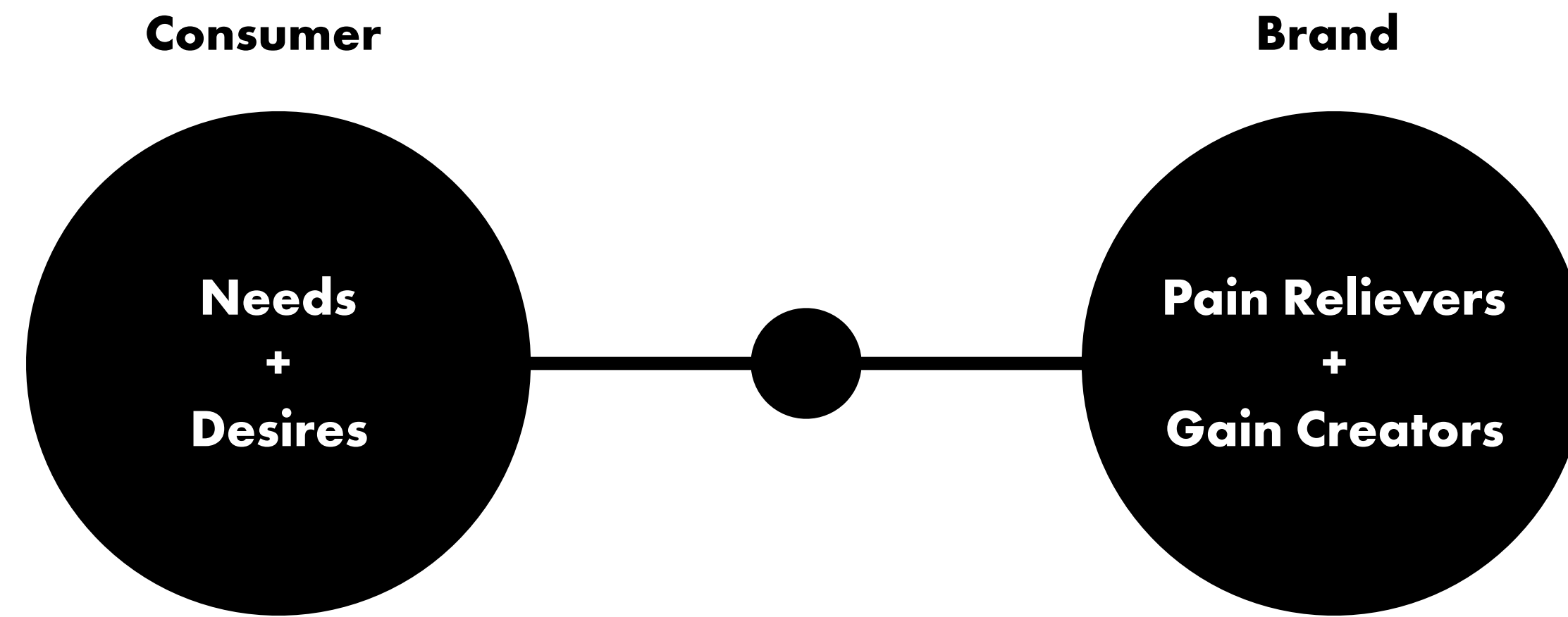
05. Differentiation

What makes you unique and irreplaceable? How do you provide value to your customers?



Value

Brand Value



Brand Value Map

Products + Services

- Architectural design in private and public sectors
- Project management
- Cost management
- Building surveying
- Building services engineering
- Structural engineering
- Health and safety

Brand Value Map

Pain Relievers

- Agile and flexible
- Enable growth and development
- Work as trusted partners with clients
- Work in accordance with accredited requirements of BS EN ISO9001 Quality Management System.
- Relieve stress and headaches associated with design plan and build projects
- A complex site issues

Brand Value Map

Gain Creators

- Raise profile and awareness
- Increased company value
- Better working and living environments
- Better quality of life
- Improved sustainability

Brand Value Map

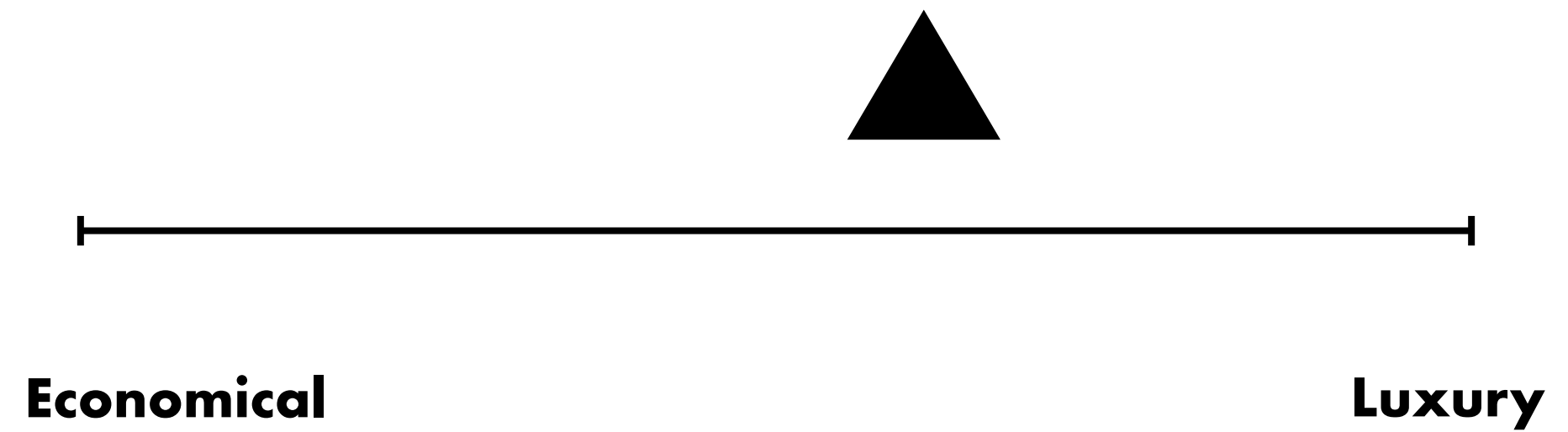
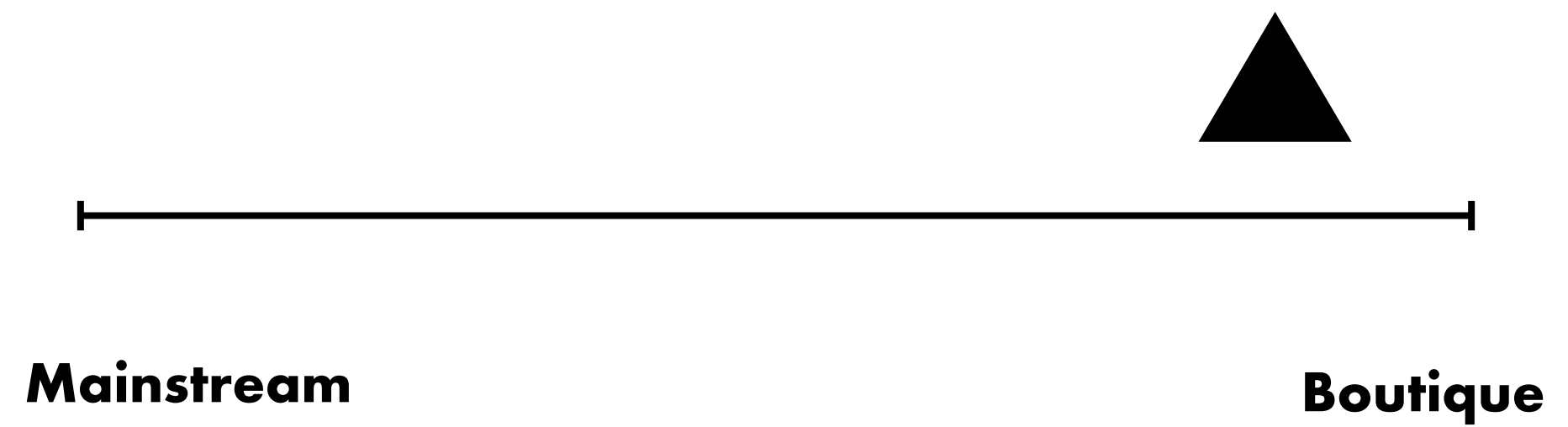
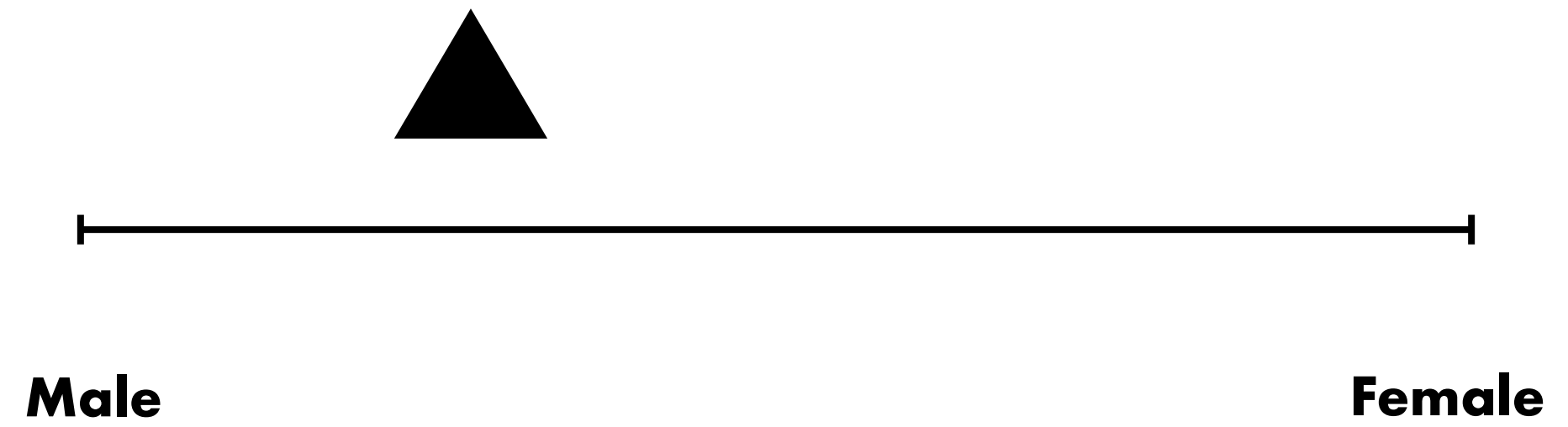
Value Offers

- Reliable
- Accepting high standards as standard
- Proven, tested architectural services that deliver results
- Act with foresight
- Forward thinking
- Entrepreneurial and dynamic in approach
- Enable growth and development

Positioning

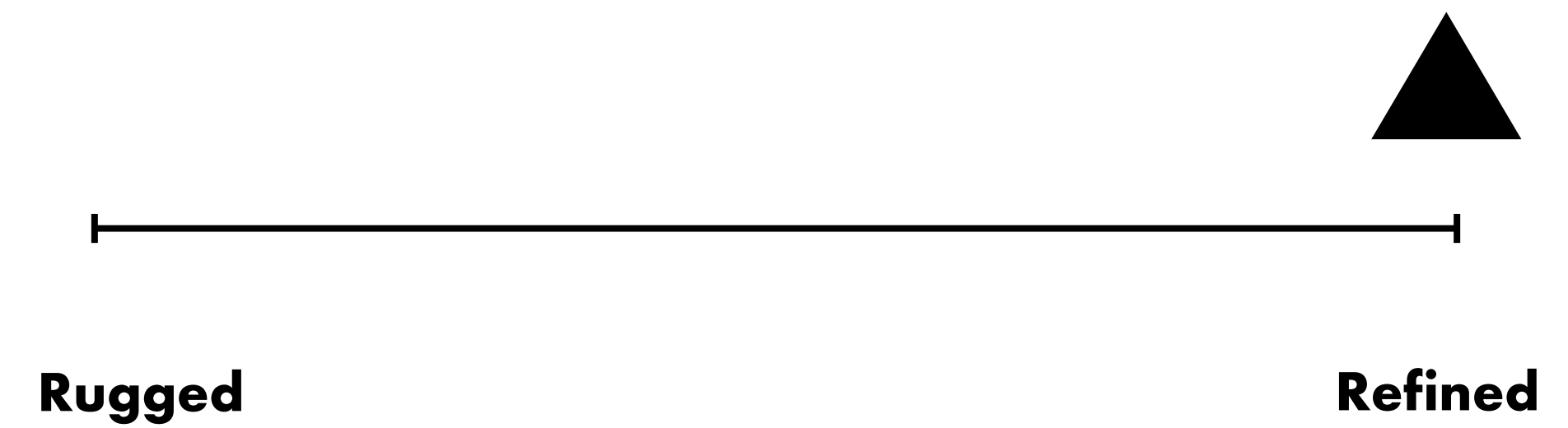
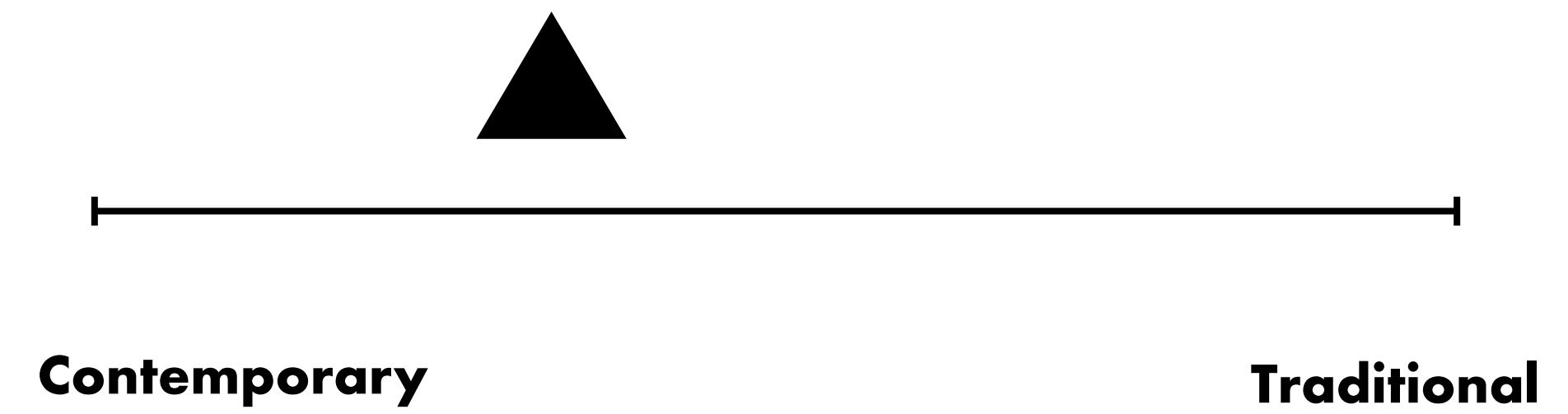
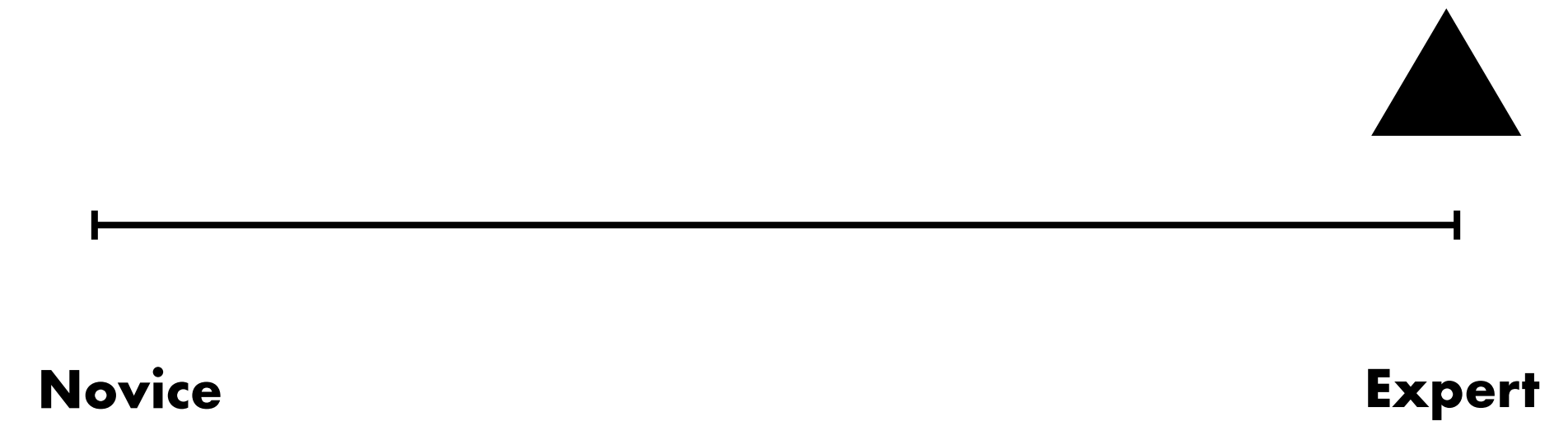
Positioning

Brand Attributes



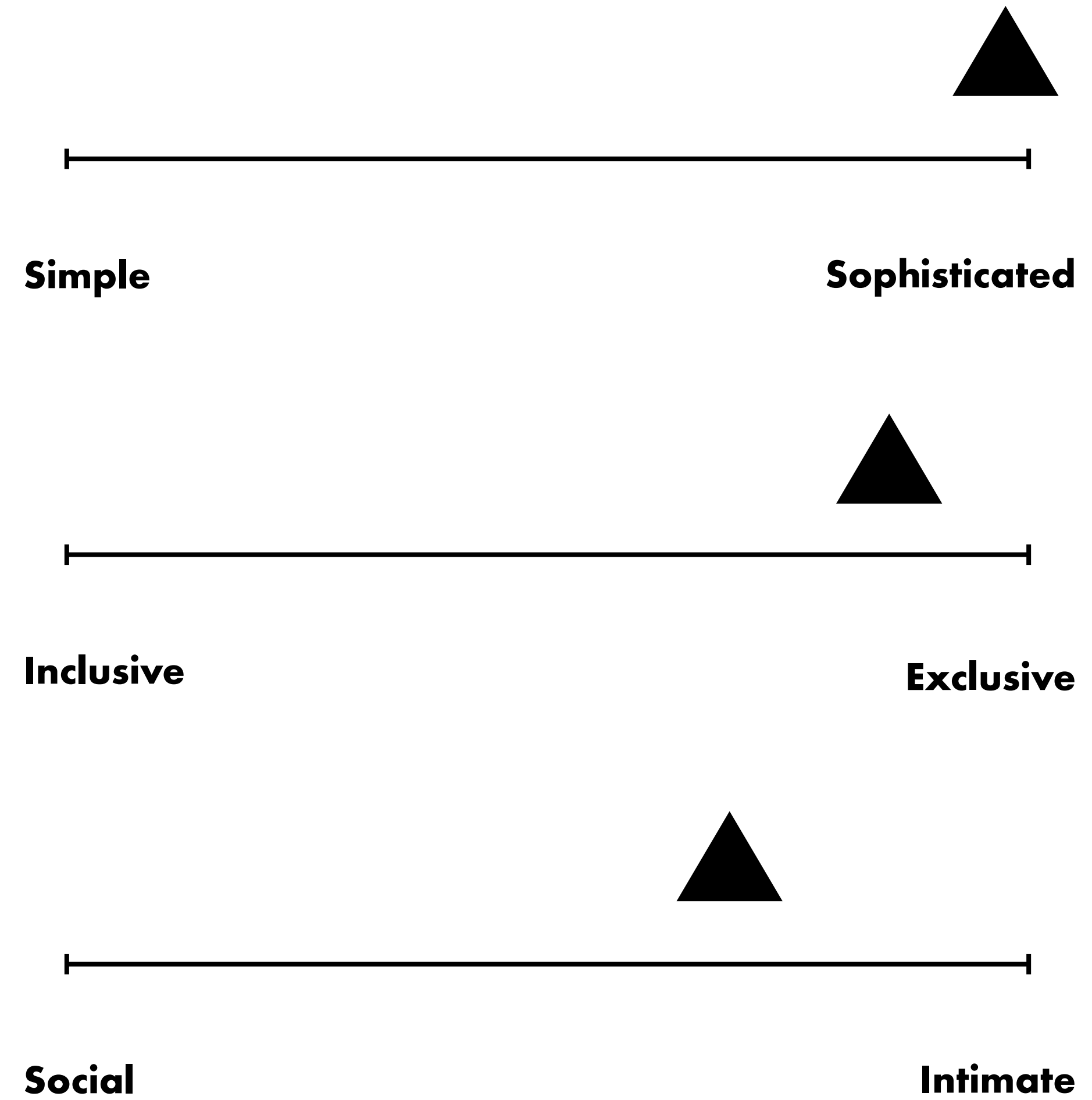
Positioning

Brand Attributes



Positioning

Brand Attributes



Positioning

Brand Insights

WHAT

Leading architectural practice in the central eastern european region

HOW

Delivering firsts in different sectors and winning multiple awards

WHO

150+ expert designers

WHERE

Central Eastern European region and UK

WHY

Because high standards and the desire to improve should never have to be compromised

WHEN

In a time when clients value design and business expertise over convenience and speed

Positioning

Positioning Statement

ZGI provides **creative, commercially driven architecture** to **goal driven action takers** in an **authentic, challenge seeking** and **purpose driven** environment, helping them to feel **empowered** and **validated** through **smart, creative design thinking** and a **unique drive and energy**.

Positioning

Elevator Pitch

ZGI is an **International award winning architectural practice** that works with **goal driven clients** to create **smart, creative architecture with sustainable, social and economic purpose.**

Thank You.