

BRAND EMBASSY ESTABLISHMENT

A Service Provided By
SAILING MARKETING INC



INTRODUCTION

As your brand continues to hone its voice and stake its claim in the international market, a strategic, holistic, and authentic approach to raising brand awareness in North America is essential for long term success.

By establishing a brand“embassy” in Los Angeles, your company can become an integrated member of the local community while creating organic opportunities for marketing and business success.

We’ve established the B.B.B. framework to do just that...

PHASE I: THE BASE

YOU FIND THE SPACE.
WE'LL PUT YOUR BRAND'S UNIQUE STAMP ON IT.

WE WANT A SPACE THAT CAN SERVE AS:

- An office space for your North American marketing and sales teams
- A product showroom for B2B client meetings
- A creative space for content creation (UGC and curated)
- An events space for activations and give-back initiatives

WE'LL PUT YOUR BRAND'S STAMP ON IT BY:

- Incorporating your core branding and color palette to the interior design.
- Showcasing brand imagery on the walls (modeled photo campaigns, product photography, etc.).
- Displaying your brand's products in tasteful and creative ways.
- Creating a space that "feels" like your brand.



PHASE 2: THE BUZZ



HOSTING MONTHLY BRAND - ALIGNED ACTIVATIONS

Sailing Marketing will provide a 12-month calendar of activation events centered around your brand's core mission, messaging, and products/services.

From volunteer days and forums, to happy hours and parties, these events will not only help build brand awareness, they will also build trust between your brand and the local community.

Among these events, we'll host photogenic branded soirees with live bands, guest speakers, and/or local influencers to create a continuous, high-end UGC echo chamber for the brand online.

Sailing Marketing will lead these initiatives initially, training the brand's local team to eventually take the reins.

PHASE 3: THE BLOCKBUSTER

FACILITATING QUARTERLY LARGE-SCALE CAMPAIGNS

Mindset building takes time, but the speed of market penetration correlates directly with budget.

If the budget permits, Sailing Marketing can design 4 massive, large-scale marketing campaigns per year (pop-ups at major festivals and conventions, VIP B2B events, etc.) to violently expand brand awareness.

Sailing Marketing will propose the concepts and budget ranges, and your leadership will hold the trigger to decide whether to execute.



LOOKING AHEAD: THE CLOSED LOOP



By creating an Embassy that feels like a living and breathing extension of your brand, your company can establish itself as a contributing member of the local community while raising organic brand awareness and building consumer trust.

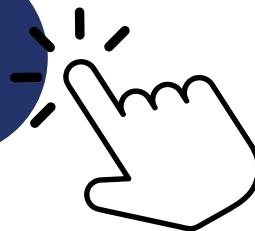


This demonstration of presence and authenticity will ultimately feed traffic back into online channels (Amazon/DTC), while the elevated brand equity achieved with the help of your brand Embassy and curated activations will become invaluable leverage when negotiating with major US big-box retailers in the future.

READY TO BUILD YOUR BRAND MOAT?

Visit **www.sailingmarketing.us** today to fill out a contact form and schedule your strategic fit call.

GET STARTED



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