

**BOB™**  
business of brand

# BRAND KICK-STARTER



# CONTENTS

- Impact your Industry .....1
- BoB Studio™ .....2
- Activation.....3
- Timeline .....4
- Investment.....5
- Your commitment .....6
- The team.....7
- Why BoB™ .....8
- Let's get started .....9
- Contact us ..... 10



# IMPACT YOUR INDUSTRY

The biggest challenge for businesses post BoB School™ is maintaining the momentum and enthusiasm.

Reality kicks in, the best of intentions fade away, and your environment switches from being excited by what you have just experienced and crafted for the future of your business, to the day-to-day pressures of running your organisation.

We created Brand Kick-Start as the next-step to help bridge the gap between your today and tomorrow business, supporting you in activating your Brand DNA within your organisation. We work with you and your colleagues to help embed what you have developed in school and detail out the next steps for your go-to-market strategy.

Our BoB Studio™ is a unique community of international talent, who will activate your brand for growth and not just leave it in the business plan.

At BoB™ we're passionate about the impact brand has on growth. It's important to us that we provide the support you need to guide you through this transition.

**Remember who you are, and what you've already accomplished, let us help you Kick-Start.**



## Who we are

We are renowned for building, renovating and refreshing brands. Enabling them to create an impact in their industry.

BoB Studio™ dives into the deeper layers of you and your business connecting you emotionally and authentically. We understand your core values, what makes you unique and amplify your vision that could change the world, building trust between the brand and the person.

Treat your brand as your business model, build it to pull the market towards you and attract the world to you. The new world wants to know who you really are, what your purpose is, why you are here and what your business stands for. To see it, feel it and know it. There is an art to conversation and we can teach it.

# Activation

Before you can launch and tell the world who you really are we need to build a solid foundation for your business and for your future.

## LETS GET STARTED

### DELIVERABLES

### WHAT YOU NEED TO KNOW:

#### EVALUATION DNA WORKSHEET

This enables you to see the gaps within your today business and evaluate what you need for your tomorrow business.

#### VISION DOCUMENT

Offering a clear, strategic insight on your brand vision and your brands decision to lift the industry and move it forward. The vision document provides a summary of your brand, product, channel and sales strategies for today, tomorrow and the future.

#### BRAND CULTURE

Defines the new brand culture of your business. Letting you seamlessly tell the story of who and what you are both internally and externally.

#### GO-TO-MARKET STRATEGY

Designing out the project plan and budget to connect with your brand DNA to understand both the KPI's and ROI's for the brand design to take place.

#### 3HR MEETING WITH CLIENT TEAM

BoB come into your business and assist you to embed your brand culture internally to your people and business.

## EXTRAS

#### BRANDING

BoB's ecosystem of creatives work alongside you to create your new vision look, feel and tone of voice.

#### BRAND VISION VIDEO

A purpose-led film which brings to life your new branding and key messaging, telling your story.

#### BRAND COLLATERAL

A brand-led brochure which tells your new brand story.

#### WEBSITE

We will help design, build and activate your brand-led website to illustrate your vision and designed content.

## RETAINER

#### FULL SERVICE RETAINER

This option works best if you do not have a senior marketing team to implement the work on a daily basis.

##### What's included:

- Full management into the business of all deliverables
- Communicate back into the business, across all touchpoints
- Project management
- Launch into the business

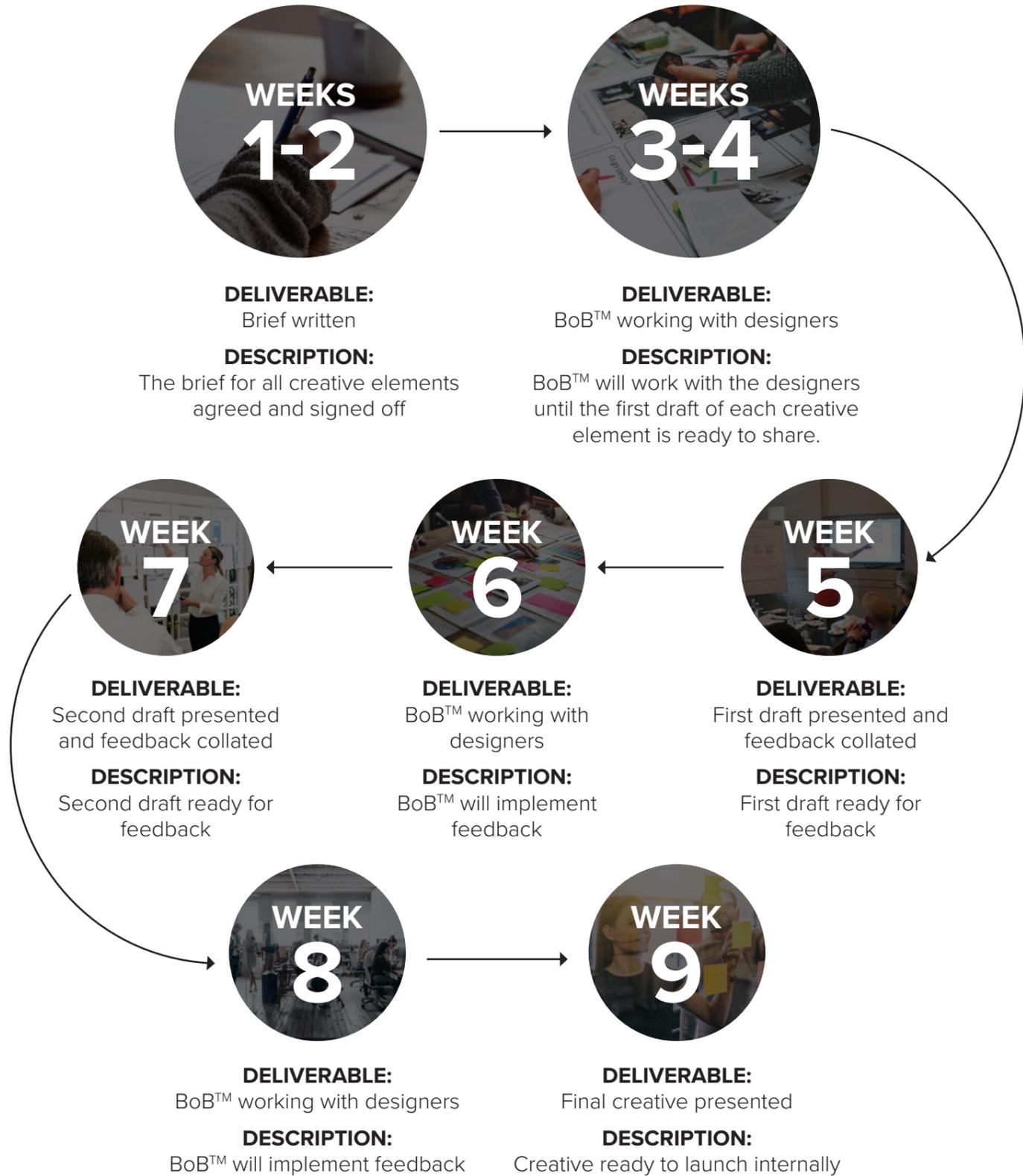
#### RETAINER WITH MARKETING SUPPORT

This option is preferable if you have an in-house marketing team actively involved in execution.

##### What's included:

- The same deliverables as above but working with an in-house marketing team.

# Timeline



# Investment

CREATIVE DELIVERABLES	PRICE
<b>INTERNAL KICKSTARTER PACK</b>	
<input type="checkbox"/> Evaluation DNA Worksheet <input type="checkbox"/> Vision Document <input type="checkbox"/> Brand Culture <input type="checkbox"/> Go-to-market strategy <input type="checkbox"/> 3hr meeting with client team	£18,000.00 + VAT
<b>INTERNAL</b>	
<input type="checkbox"/> Brand pack for office • Wall vinyls, banners and stationary	POA
<b>EXTRAS</b>	
<input type="checkbox"/> Branding <input type="checkbox"/> Brand Vision Video <input type="checkbox"/> Brand Collateral <input type="checkbox"/> Website	POA
RETAINER OPTIONS	PRICE
<input type="checkbox"/> Full Retainer - charged per month	From £8,000.00 + VAT
<input type="checkbox"/> Retainer with internal senior marketing support - charged per month	From £4,000.00 + VAT

\*ALL PRICES AND TIMESCALES ARE BASED ON OUR ASSUMPTIVE ESTIMATE, ONCE WE HAVE OUTLINED YOUR EXACT REQUIREMENTS WE CAN ADVISE ON EXACT PRICING .



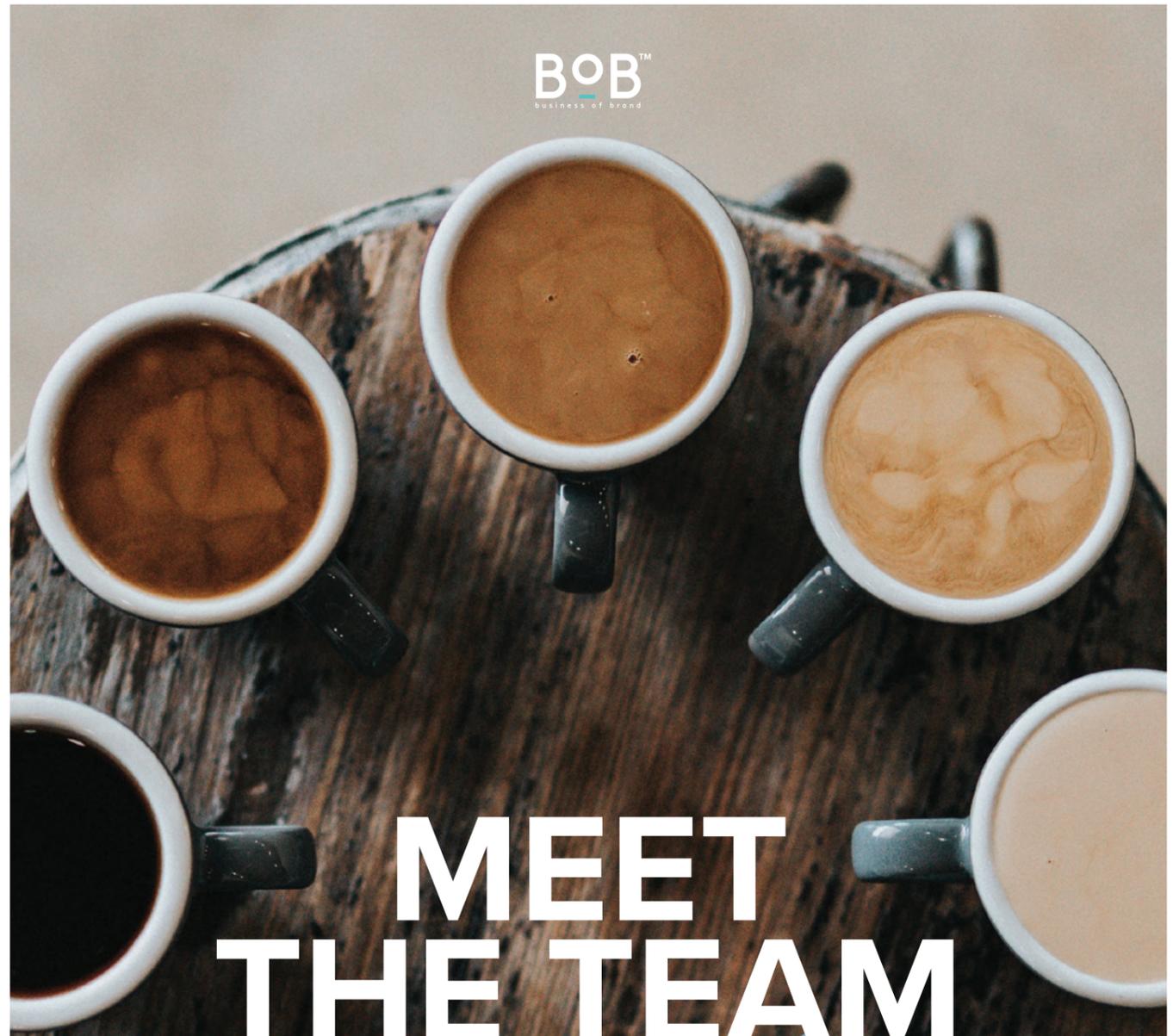


# YOUR COMMITMENT

A project like this will not be successful without your team's contribution.

**You will need to:**

- Attend relevant design meetings, project meetings and training
- Allocate an agreed amount of time per week for your involvement
- Estimated marketing team involvement - 2 days a week



# MEET THE TEAM



**Linzi Boyd**  
**Founder**

Best-selling author and the woman behind building famous brands.

Linzi Boyd is a serial entrepreneur, international speaker and Founder of BoB Group. By age 24 Linzi had set up and sold two businesses. Her second company was sold to Caterpillar and her third business, Surgery, championed some of the most well- respected brands known today.

Linzi now works in the enterprise market, teaching entrepreneurs how to build a famous brand for bigger valuation and scale to impact in the world, changing the way modern business operates and creating the face of modern business.



**Richard Martin**  
**Brand Director**

Former Managing Director at Vice Media, i-D and Amuse,

Brand Director at Lyle and Scott, Global Director of Marketing at Fred Perry and entrepreneur establishing business' across a multitude of categories from furniture and interiors to brand consultation, fashion, drinks and hospitality. Recognised within the industry for innovation in product, design, commercial and brand strategy.

## Why BoB™?

BoB™ is changing the way the modern business operates. Born from a desire to build brands, grow businesses, impact industries and shift the world into a new era.

True growth impacts everyone and everything in your ecosystem and with real impact comes real change. BoB™ is creating a new business language, a coding system for growth.

**We work with businesses in four ways:**



### **BoB SCHOOL™**

BoB School teaches entrepreneurs how to design, build and activate and brand-led growth strategy based on the foundation of their core brand assets.



### **BoB GREENHOUSE**

BoB Greenhouse gets you and your business investor ready using the BoB UP System to design out a brand-led investment plan to re-shape your business.



### **BoB STUDIO™**

BoB Studio is a Global Studio, built on an open platform that houses the best in creative talent that designs, builds and activates people and brands to shift the world.



### **BoB EARTH™**

BoB Earth™ is an online global eco-system connecting businesses for growth.

# LET'S GET STARTED



**BUILD YOU BRAND  
GROW YOUR BUSINESS  
IMPACT AN INDUSTRY  
SHIFT THE WORLD**



Join the quiet revolution | BoB Earth™

If you would like to sign up for this course,  
please contact our team at  
[hello@thebob-group.com](mailto:hello@thebob-group.com)

### **Connect With Us**

**BoB:** [www.businessofbrand.com](http://www.businessofbrand.com)

**BoB Earth™:** [www.bobearth.com](http://www.bobearth.com)