



# BRAND STRATEGY

---

Whimsy Love

*This, by definition, pinpoints your unique skill set or product.  
All our branding efforts, will be directed towards it.*

## **STEP 1: BRAND FOCUS**

---

Baby and Family Studio Portraits

*These are keywords that you specifically defined and repeated in your START DECK or in your kick-off meeting. Words that you consider to be of great importance to your brand.*

## **STEP 2: KEY WORDS**

---

clean  
minimalistic  
premier  
up to date  
family  
unique  
exclusive  
romance  
creativity  
stylish

*This is where we transform your keywords into ones with punchy personality. Ones that match your voice, your mission, and stand out as unique and powerful. Our goal is to replace the generic words with words that tell a story.*

### STEP 3: TRANSFORMED KEY WORDS

---

clean > **bright**  
minimalistic > **pure**  
premier > **first class**  
up-to-date > **fresh**  
family > **clan**  
unique > **uncommon**  
exclusive > **elite**  
romance > **nostalgia**  
creativity > **imaginative**  
stylish > **boutique**

*These are the visually and emotionally descriptive words/phrases we've pinpointed based on where we would like to take your brand. We pull inspiration from these initial ideas when creating your FRESH DIRECTION.*

#### **STEP 4: FRESH WORDS + PHRASES**

---

celebrating motherhood

kindred

root

splendid

noble

bond

editorial

high

origin

luxurious

upmarket

international

glamour

beloved

*In conclusion, this is what we've pinpointed as your creative direction: a big picture vision. This is how we see positioning your brand so that it's true to you but stands out amongst the crowd. It's conceptual, a starting point, but something we can draw inspiration from and build a robust brand upon.*

## STEP 5: FRESH DIRECTION

---

### **Theme:**

The Glamorous Family

### **Vision:**

Because everyone wants to freeze time in a beautiful way, to see their families in a fresh light, and to have editorial-quality images as mementos. Appeals to the mother who is looking for a family photographer that will make her feel stylish and glamorous.

## NOW WHAT?

---

Your **Brand Strategy** is the roadmap we've created to differentiate you from your competitors and help you stand out and be counted (and remembered! And paid!) It's the big picture of your brand: the conceptual vision we've articulated.

This is not the final destination, but rather the beginning of curating a story you can tell. That means that, though it may be tempting to get hung up on certain words, it's the meaning and feeling behind those words that we will build your brand upon. If we've nailed the overall vision and meaning behind our words, then we've done our job correctly.

Keep in mind that not everything about your business will be represented here, but just the elements that are most important to selling your brand story. Other parts of your business (like ethics, or owner personality, or policies, or extra services) are to be represented on your web copy, social media, etc.

Please keep that in mind as you answer the following questions.

## QUESTIONS

---

1. Do your own key words still resonate?
2. Which of the **Transformed Key Words** are your favorites?
3. Which of the **Fresh Key Words/Phrases** are your favorites?
4. Do you approve of the overall **Brand Strategy**: ie the meaning behind the words, the ideas behind the concepts, and the vibe behind the direction?



---

“Success means never letting the competition define you.  
Instead you have to define yourself  
based on a point of view you care deeply about.”  
- *Tom Chappell, Tom's Of Maine*

---

