

“There’s nothing in the middle of the road but yellow stripes and dead armadillos.” – Jim Hightower

Birthered from a marriage of two like-minded industry specialists, **Building Brands** believes that the ideal marketing package is the one that lets you sleep at night, confident that somebody else is handling all the challenges.

“They say faith is taking the first step when you can’t see the whole staircase. Actually, wisdom is seeing the elevator behind it that would have taken you to the top floor.” — Shannon L. Alder

All companies and organisations want to succeed. They want to turn a profit, increase their return on investment and provide their management and employees with a lifestyle that affords both the small and large essentials. Job and financial security go hand in glove and are the results of a product or service with recognised value in the marketplace.

Building Brands believes that the businesses that succeed are the ones that focus on their core competencies and leave the exposure and highlighting of these competencies to the specialists.

Catering to the unique needs of each client is a competence that derives from a collective 50+ years of experience in the interrelated marketing modalities. A passion for excellence drives each of **Building Brands’** individual members and is clearly referenced by a customer footprint that includes a variety of industries and areas of specialisation.

Who are we?

Allyson Koekhoven – Copywriting and public relations

- Writing technically sound and consumer focused copy for promotional material, articles, opinion pieces, social media and websites
- Networking and liaising with a vast selection of horizontal and vertical print and online media
- Clearly communicating brand messages to the market.

“The pen is mightier than the sword!” □ Edward Bulwer-Lytton



buildingbrands



www.buildingbrands.co.za



pr@buildingbrands.co.za

Riandi Appelgryn – Marketing and brand management

- Strategic planning and development of targeted marketing campaigns
- Creating bespoke training events
- Managing the entire supply chain for comprehensive brand development
- Design, creation and management of events, roadshows and exhibitions.

"Strategy without tactics is the slowest route to victory. Tactics without strategy is the noise before defeat." ☐ Sun Tzu

How do we do it?

- One-on-one consultation is the first step in bringing your brand to market
- We discuss your desires and needs and work on achievable goals
- A customised brand strategy is devised with primary, secondary and tertiary goals, outlined with a realistic timeframe
- Regular updates keep you in the loop every step of the way
- Definable results are communicated at each stage in the branding process
- Ongoing and open interactive communication with all **Building Brands** team members ensures ultimate success.