

HI,  
WE'RE  
BLOCK.

ANYWAY,  
ENOUGH  
ABOUT  
US.  
LET'S  
TALK  
ABOUT  
YOU.

# BECAUSE IT'S ALWAYS ABOUT YOU.

Right from the start, we've embraced a number of fundamental principles that have allowed Block to work with a huge range of clients to build successful brands.

First and foremost: it is all about you.

This cannot be overstated. Rather than imposing an answer on you or pulling one 'off the shelf', we believe that any solution should extend naturally from the personality of your business.

We aim to do what is right for our clients, not just what they want. We are not 'yes' people. We endeavour to challenge our clients and be completely honest in our counsel.

We are absolutely serious about what we do but we want to have fun doing it. Basically we want to work with people who want to work with us.





# WHAT THE HELL ARE THEY TALKING ABOUT?

It seems that everyone's talking brand. And it seems that no one knows what anyone else is talking about. So let us throw in our two-cents' worth:

Put simply, we think of a company or product's brand as you would think of someone's personality. It's impossible not to have one, as dull as it may be.

We do not seek to change a client's brand (that can only come from within), but we can help you articulate your brand's vision and create architectures that allow you to connect with your audience in an appropriate voice at an appropriate time.

This requires that a strategically-focussed approach to creativity be taken.



YOU WANT TO GO  
WHERE?  
WHY?  
WITH WHOM?  
ARE YOU SURE?

We like to start any project by thoroughly understanding the problem.

We don't set out knowing the solution – instead we follow a logical course and end up somewhere unexpected. So we ask questions.

A whole lot of questions.

We need to fully understand your business strategy because, if any brand strategy is to be successful, it must extend naturally from your objectives.

'Creativity' isn't a virtue in and of itself. Being creative for creative's sake holds no interest for us. However, creatively solving a business problem has value.

If your investment is to deliver returns over the longer-term, it needs to be about much, much more than a logo or a few ads. It needs to be about helping you define your organisation's personality.

# OUR JOB ISN'T DONE UNTIL SOMETHING'S BEEN DONE.

Unlike some consultants, we're not big fans of big reports. We don't believe in mindlessly generating reports. We don't believe in jargon. We don't believe in pseudo-scientific proprietary models.

We believe in straight forward processes that deliver measurable outcomes.

No matter what the scope of any project, we aim to leave you with a result that you can own, act upon and grow with.

After all, as we said at the start of this thing, it's all about you.



Block (BlockBranding.com) is an award-winning brand development and management agency. Through Block Consulting, Block Branding and Block Imagining, they offer strategic, creative and production services to local and international clients.

The company formed in 2002 with two international clients, one in Sweden and the other in the United States. Since then, Block has retained its global outlook by winning clients in South Korea, the United States, France, Croatia and Australia.



#### **BLOCK STRATEGY**

- INTERNAL BRAND  
ENGAGEMENT
- BRAND STRATEGY
- RESEARCH
- BUSINESS STRATEGY
- CONSUMER SEGMENTATION  
& RESEARCH

#### **BLOCK CREATIVE**

- GRAPHIC DESIGN
- ADVERTISING
- PUBLICATION DESIGN
- BRAND IDENTITY
- BRANDED ENVIRONMENTS
- DIGITAL DESIGN