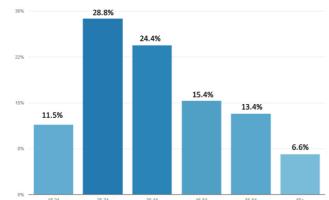# TR DATA STRATEGY

BRANDING

WHO WE ARE

Established in 1999, TR Data Strategy was founded on the idea that data, combined with insights and execution, can transform all aspects of an organization. Working with diversified clients from startups to the nation's largest retailers, TR Data Strategy offers a range of services, connections, and industry experience. No matter the industry, the goal remains the same: **to efficiently bring growth and measured value.**

OUR BRANDING SERVICES INCLUDE

- Researching Market and Analyzing Competition

- Identifying Target Audience

- Defining Your Brand
    - Developing/refining brand architecture, mission, voice, etc.

- Establishing Creative Brand Materials
    - This can include a logo, templates, online visuals, etc.

- Ensuring Creative Brand Materials Convey the Unique Value Proposition

- Developing a Brand Strategy
    - This can include social media, website, pitch deck, etc.

- Reviewing Brand Consistency

IS YOUR ORGANIZATION DATA DRIVEN?

Let TR Data Strategy Help You:

- Target Your Audience
- Define Your Brand
- Present a Consistent Message

For inquires, contact us at 616-827-3300 or info@trdatastrategy.com