

“

Products are
made in the
factory, but
brands are
created in
the mind ”

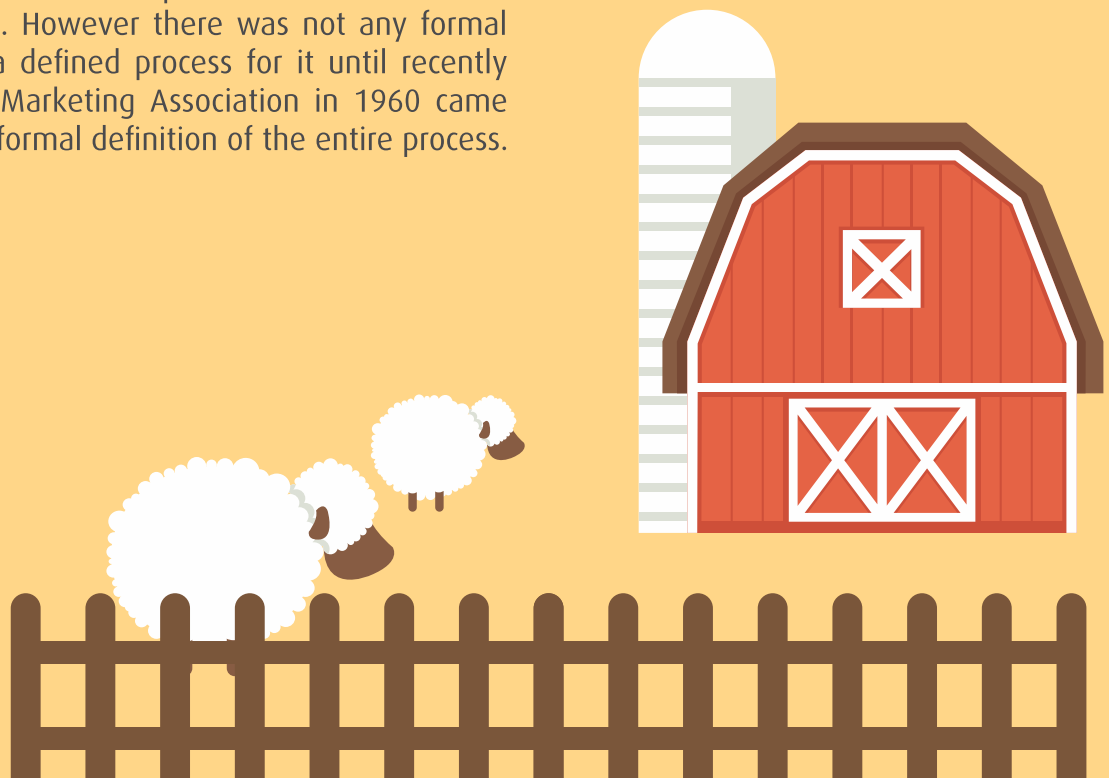


We can 
teach you
how to
burning
your stick

Burning Stick

The word brand was derive from Old English, which means, "**Burning stick**".

Way back in 2700 BC a hot metal stick was used to create a mark on livestock so that their rightful owners could identify them and thus theft also could be avoided. Taking a cue from this, in order to differentiate their goods in cluttered market space, manufacturers started marking their goods and the whole process has evolved a lot since then. However there was not any formal name or a defined process for it until recently American Marketing Association in 1960 came up with a formal definition of the entire process.



Let's Nurture Your Brand

It all starts with a seed; one that is planted in the right kind of soil using the right trowel, carefully nurtured in the right environment, nourished with the right vitamins and the perfect quantity of water, exposed to a suitable amount of sunlight, and looked after by an experienced gardener. With all the right elements in place, growth is the natural outcome. A tree is soon expected and ripened fruits will follow.



At SKY ALPHABET, we know that brands can be just as alive as plants. To survive and grow, they need the right blend of relevant nourishment, exposure, and care. We're here to help you make that happen. We're here to nurture your brand.

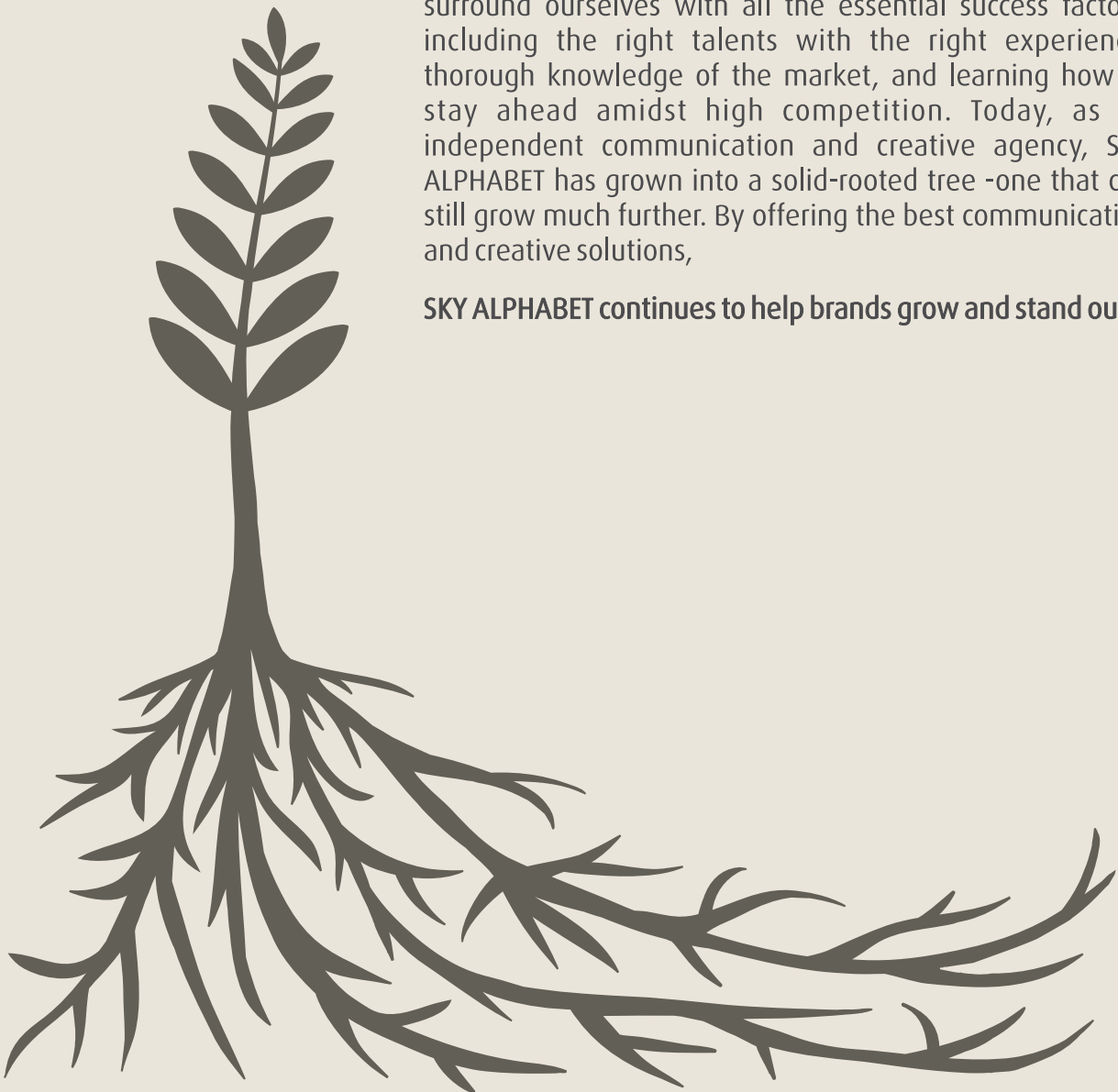




Our Solid Roots

Time flies! Only 2 decades ago, SKY ALPHABET was only starting up, like a seed carefully planted in good soil, looking forward to grow. Throughout the years, we were able to surround ourselves with all the essential success factors, including the right talents with the right experience, thorough knowledge of the market, and learning how to stay ahead amidst high competition. Today, as an independent communication and creative agency, SKY ALPHABET has grown into a solid-rooted tree -one that can still grow much further. By offering the best communication and creative solutions,

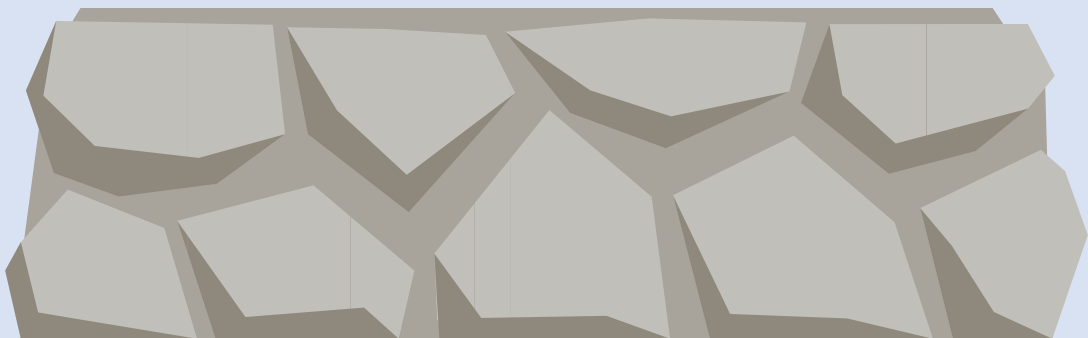
SKY ALPHABET continues to help brands grow and stand out.





Designers

need to "get" the essence of the brand. "For designers to build a great brand, they have to understand it," Hill points out. "You need to understand its history, its values, and what it means to people

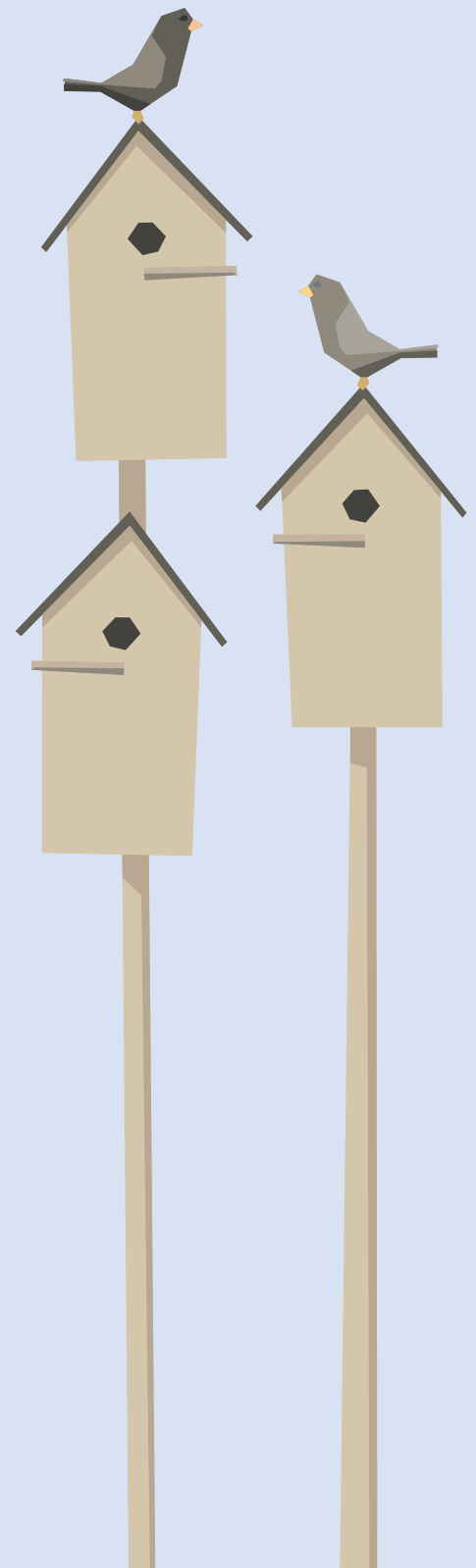
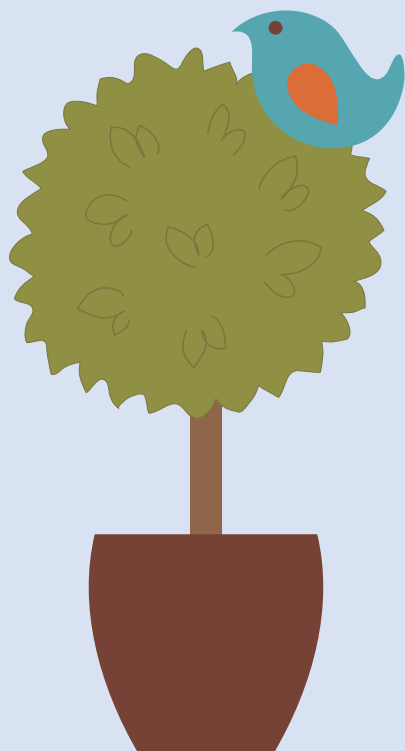


Our Planted Philosophy

“We are all emotional beings and we have emotional relationships with brands we trust.”

As a marketing agency, we invest all our efforts to make that happen, developing a dynamic flow of strategic ideas that your brand can embrace to be able to grow.

This is achieved through our pure expertise, sophisticated business practices, a set of unwavering business values, and a true partnership with every client.



Our Growth Approach

The seed comes first

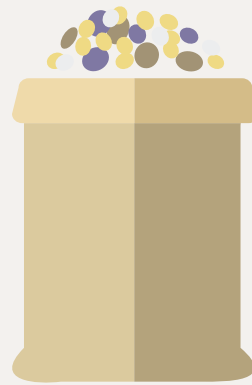
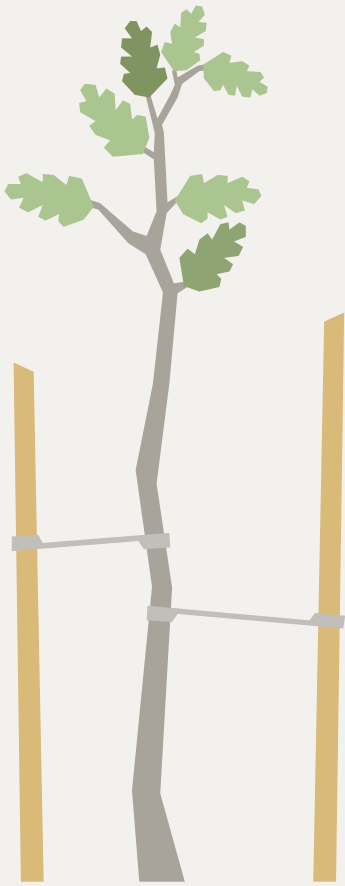
It all begins with the originality of the seed, the properties it possesses, and the growth potential it has. At SKY ALPHABET, we ensure examining your brand inside out. First, we carry out a serious brand background check to observe its previous behavior over the years, its current position in the market compared to competitors, and the reasons behind its positioning. If it's a new brand, we ensure determining the type of soil and nutrients it will need to ripen successfully.



The right environment is everything

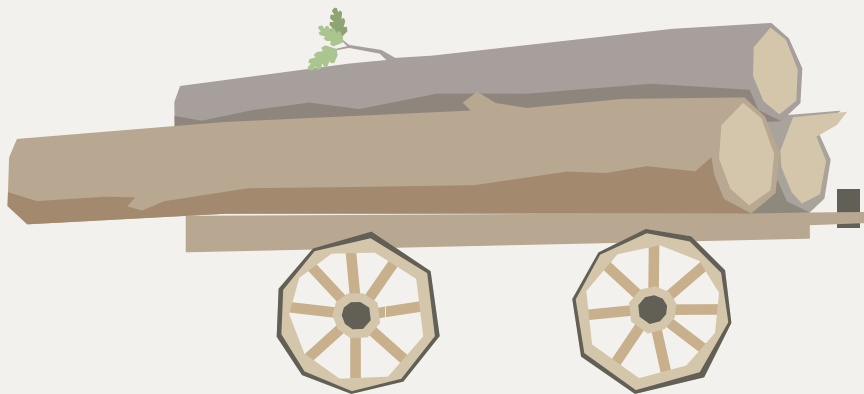
Only good soil, sufficient water, a suitable amount of light, and the right quality of nutrients can bring out the best of what a seed has to offer. Our team ensures providing all the essential tools to successfully introduce your brand to today's market and guarantee its growth. This includes overcoming current challenges and anticipating any future obstacles that need to be prevented or eliminated. Accordingly, we devise the most suitable growth strategy within a package of comprehensive communication and creative solutions.





Growth naturally follows

With the presence of longevity-oriented brand strategy, a full set of carefully devised solutions, and relentless efforts by a team of experts, brand growth naturally follows. Once your brand is out there, getting the positioning and attention it deserves, it will savor the taste of true success.



Care does not stop there

Constant care is a must. Like with all living beings and things, constant nurturing is essential. When your brand sees the light, our role is to make sure it's there to stay. Our team looks after it to provide any required creative or marketing maintenance to ensure continuity and sustainability of growth.

Our Nurturing Services



Branding because people expect more fruit

At SKY ALPHABET, we know for a fact that people can develop a love, hate, or indifference-relationship with a brand. Our role is to make the love grow! In simple terms, no one will purchase or consume a brand they don't care about or like. Once your target audience develops these feelings, you know for a fact that your brand is stepping forward towards success. However, because people always expect more, we develop branding solutions that are always ready to give more.

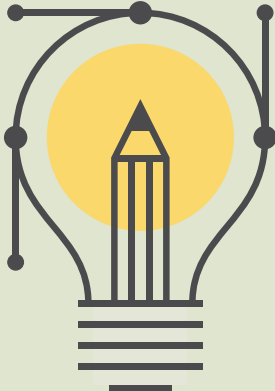
Communication that is single-minded and crystal-clear

At SKY ALPHABET we believe that understanding audience's needs, emotions, interests, and activities is essential to ensure the accuracy and relevance of any message. Instead of loud 'buy now' advertisements, your messages will be designed or 'encoded' so that the hard sell becomes a more subtle soft sell. We create or encode your message in a form that can be easily understood or decoded by your audience. Our clever encoding also helps a message to cut through the clutter of other advertisements and distractions, what is called 'noise'. So, your audience will spot the message and then decode or interpret it correctly. Then we look for 'feedback' to see if your audience has decoded your message correctly.



Creative strategies with all their success secrets

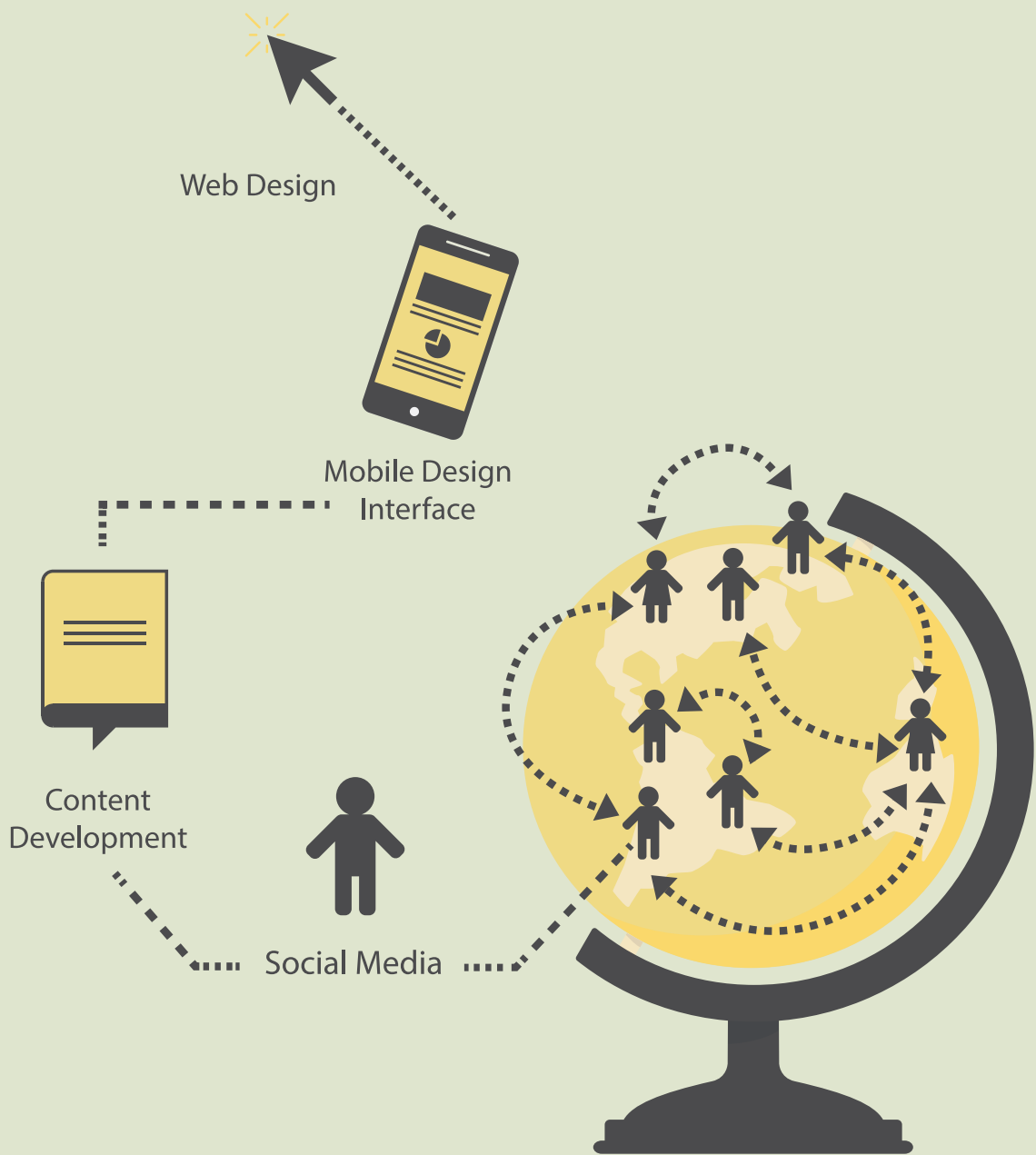
Specific goals require a specific strategy - what we do best at SKY ALPHABET. By developing a fully integrated creative strategy, we pave the way for growth. Depending on the nature of the brand, its current market position, and its goals, relevant strategies entail some or all of the following services.



Our Nurturing Services

E-marketing for the best digital presence possible

We provide digital marketing solutions in accordance with the highest standards, helping your brand stand out amongst the clutter and grab the attention it seeks and deserves. SKY ALPHABET digital services include:





Authentic and effective media & public relations

SKY ALPHABET provides effective media planning, strategy, and monitoring that help elevate your brand's media presence. In addition, our public relations team ensures selecting and establishing the communication and relationships your brand can benefit from, as well as developing events that reach out to your audience and stakeholders while adding value to your corporation and brand.

Our Passionate, Dedicated Team

SKY ALPHABET boasts a team of creatives, strategists, and managers. They are truly passionate experts whose talents are backed with intuition, knowledge, and industry expertise. Professionalism, dedication, transparency, and integrity are the values that guide their day-to-day work, and characterize their relationships among one another as well as with all vendors and clients.





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The best salespeople are not salespeople, they're people who've not only bought the product, but also bought into the idea of the company and the brand.

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The Guardians

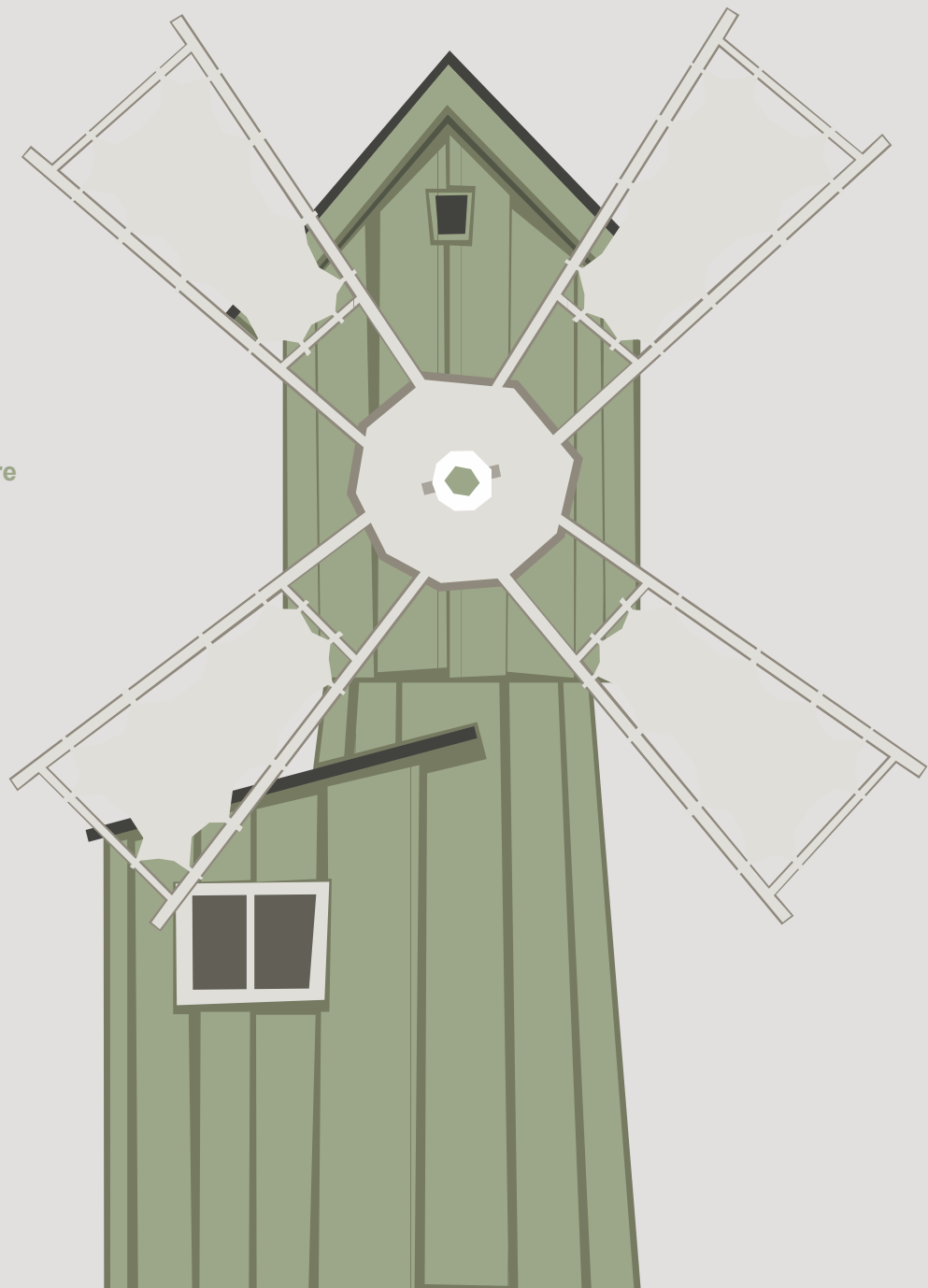
Skillful account handlers for setting groundwork of transparency, integrity, with utmost professionalism. They're transportation experts who are an extension of any marketing department.

They know how to carefully transport a brand in all essence, for market consumers to like, remember and most of all acquire.

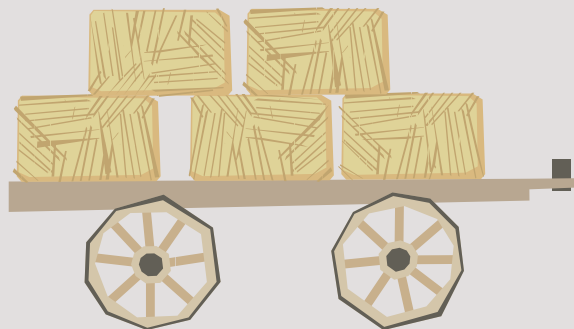
Our Success Partners

We at SKY ALPHABET believe that a true partnership is a two-way street ideas and information flow openly and regularly, based on a foundation of mutual trust and respect for one another's expertise and our clients embrace this philosophy. The best and most productive relationships are synergistic and goal-oriented, and a long-term relationship has the value add of deep-rooted industry and company knowledge and relationships.

Visit our website to know more
about our clients
www.skyalphabet.net



“In this ever-changing society, the most powerful and enduring brands are built from the heart. They are real and sustainable. Their foundations are stronger because they are built with the strength of the human spirit, not an ad campaign. The companies that are lasting are those that are authentic.”





experienced gardener who's also
known to have a green thumb



SHINE YOUR BUSINESS

