

BRANDING 103

*How to choose the right designer / agency for your business.
Start here >*

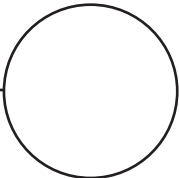
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WHEN SIZE REALLY MATTERS.

Size of your company, size of the agency and size the of budget have to line up to meet expectations.

**SMALL BUSINESS
SMALL PROJECT**

**LARGE BUSINESS
LARGE PROJECT**



EVERYTHING IN BETWEEN

**LESS PEOPLE
LESS TIME
LESS MONEY**

**MORE PEOPLE
MORE TIME
MORE MONEY**

3 KEY STEPS

Three key steps to help find your ideal partner or agency are:

THE HOMEWORK

THE RESEARCH

THE PITCH

The Homework

LIST THE ASSETS YOU NEED

Create a list of items you think you will need: logo, stationery package, signage, website, etc.

SET PROJECT GOALS

For example, a goal could be to create a successful website with the overall objective of selling XX amount of product, or it could simply be to develop a consistent brand package.

BUDGET

Next, consider how much you are willing to spend at this stage in your project.

The Research

In today's world you have options. You may chose from a wide range of service offerings, from online services such as, 99 designs and Vista print, to full service agencies. Doing your research is a critical component in finding the right fit and selecting the right service to fulfil your needs.

BUDGET

If budget is tight you may elect to use a transactional online service. Alternatively, you may realize a significant benefit from the development of a long-term personal relationship with an agency that provides comprehensive service offerings, consulting services and custom solutions.

SERVICES

The service offerings that each option provides can help you make a decision. For example, do you need a logo and a brochure? Does the brochure need a **writer** to help present the information professionally? Will the print run be large, and mistakes costly – meaning you need a **proof-reader** to review as well?

LOCATION

Do you work better with in-person meetings or are you tech savvy and prefer video meetings? Determining your working style can help aid with the right fit.

The Pitch

SHORTLIST YOUR OPTIONS AND HAVE THEM PITCH FOR YOUR WORK.

This is the time when you have all the negotiating power - so use it wisely. If you choose an agency, the agency you choose should be the one that has done their homework and presents the best options in easy to understand terms. Ultimately, the people from that agency should be the ones you feel the most comfortable working with.

Need more help understanding which is the best option for you?
Get in touch, we'd love to help!

HEWLKO

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