



design is power.

We believe in and create integrated omni-channel brand experiences.

We solve business communication problems through processes that employ strategic analysis and research to guide all of our creative solutions. Our process is the perfect marriage of strategic pragmatism and emotional story telling.

We create power and equity through design.

Methodology

“Cloud Leader” SaaS Methodology:

The strategic methodology employed by M&G for work produced to productize the brand partnership between Google Cloud Platform and a boutique consulting firm.

Phase 1: Defining the Problem

- Define Current State Define Current Deficiencies
- Establish Our Northstar - Define Future State and Goals
- Target Audience Segmentation Persona and Profile Building
- Identify Audience Need Cases / Pain Points
- Define Solutions, Value Proposition, and Differentiation Industry Trend Analysis
- Deep Dive SWOT analysis



Methodology

Phase 2: Build The Story

- Brand Attributes: Define Services and Products
- Brand Business Position, Brand Position, and Purpose Brand Strategy
- Future Vision/Mission Statement Define Emotional and Core Values Develop Voice/Tone
- Clarify Service and Product Strategy Clarify Key Messages
- Define Audience Success Use Cases (Inspirational Stories) Brand Promise (Main tagline/slogan)
- Develop Overall Brand/Product Story



Methodology

Phase 3: Graphic System Implementation

- Develop Creative Brief
- Use Phase 1 and 2 to Guide Further Research Moodboards of Competitive Set
- Moodboards of Creative Inspiration
- Moodboards of Audience Profile Affinity/Psychographics Conceptual Development
- Visual Creative Explorations Creative Refinement
Present for Client Feedback Finalization
- Production of Touchpoints Asset Package
Distribution Asset Management



Methodology

Phase 4: Analysis, Management, and Optimization

Success Metrics and Campaign Analysis/Testing

Creative/Messaging Adjustments

Client Feedback

Asset Package Distribution



Capabilities

- Brand Strategy / Brand Identity
Packaging Design
- Copywriting
- Print/Digital Ad Campaign Strategy Development
Marketing Collateral
- Brand Identity + Positioning
- Brand Development, Brand Management, Corporate Identity
Standards
- Advertising + Marketing Strategy, Market Research and Consulting
Advertising Design, Typographic Design, Print Design
- Motion Graphics Video
Editing
- 3D Rendering and Modeling
- AR/VR Development and Implementation
- Environmental Design, Tradeshow Exhibit and Experiential Design
Digital Marketing + Advertising, Content Marketing



HOUSTON. WE HAVE NO PROBLEMS.



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NOTIFY MISSION CONTROL. WE'RE GOING TO THE CLOUD.



COST-EFFECTIVE
DIGITAL
TRANSFORMATION.

Accelerate innovation and cost savings by migrating to the Google Cloud Platform™ with the expert guidance of Launch™.

CloudLeaderSM

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 Google Cloud  launch

THINK BIGGER THAN EVER BEFORE.



COST-EFFECTIVE
DIGITAL
TRANSFORMATION.

Accelerate innovation and cost savings by migrating to the Google Cloud Platform™ with the expert guidance of Launch™.

CloudLeaderSM

cloud migration services powered by

 Google Cloud  launch

SUPER SECURE. AND WE AIN'T PLAYIN'.



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TRANSFORMATION.

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BE THE NEXT VISIONARY.

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BE THE NEXT DISRUPTOR.

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BE THE NEXT DIGITAL PIONEER.

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BE THE NEXT THOUGHT LEADER.

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**COMPLIANCE
MEETS RELIANCE.**

MIGRATE.

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**REAL-TIME
CLOUD
ANALYTICS.
IMPROVED
RESPONSE
TIME.**

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A photograph of two industrial workers in a factory. A man in the foreground wears a blue hard hat, glasses, and a high-visibility yellow and blue jacket, holding a tablet. A woman behind him also wears a hard hat. They are looking at a large digital screen displaying technical drawings. The background shows industrial machinery and a blue-tinted environment.

**ACTIONABLE
DATA INSIGHTS
AT THE SPEED
OF NOW.**

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 **Google Cloud** **launch**

A photograph of a diverse group of people celebrating. They are cheering, shouting, and holding red and yellow streamers. The scene is brightly lit with warm, golden light, suggesting a festive or successful event.

**OPTIMIZE THE
WAY YOU
DELIVER YOUR
EXPERIENCE.**

Lorem ipsum dolor sit amet,
consectetur adipiscing elit.

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 **Google Cloud** **launch**



Scope of Services

- . Study Client's products or services
- . Analyze Client's present and potential markets
- . Create advertising ideas and programs and submit to Client for approval
- . Prepare costs estimates for advertising programs and submit to Client for approval
- . Write, design, and illustrate approved advertisements
- . Verify insertions, displays, broadcasts, or other means used, to such degree as is usually performed by advertising agencies
- . Audit invoices for space, time, materials, and services
- . Advise on business practices and products



General Scope of Work

- Develop and manage campaign strategy
- Conduct quarterly scope reviews to ensure our efforts and resources are covered by the scope and budget described in this agreement
- Manage status calls and monthly meetings to review performance and project update(s)
- Participate in relevant account meetings and review
- Analyze Client's key competitors including strategy, media spend and creative
- Coordinate with other Client agencies to facilitate integrated effort
- Review and approve creative deliverables
- Respond to Client requests and work with internal teams to provide guidance and support per Client requests and questions
- Develop and manage project timelines and launch schedules for online marketing campaign
- Provide quarterly competitive spend and trend analysis
- Manage all billing and invoicing, including providing monthly billing book accrual reports



Be Memorable or Be Forgotten

Brand differentiation is a cornerstone of brand strategy. To be different is to not be the same. To be unique is to be one of a kind. Every brand is built on a product or service.

As a result, especially in the early stages of the brand building process, if not enough emotional connections have been made, memorable and relatable stories told, a differentiated position cannot be assumed. The story and values of a service or product is the foundation that becomes the standard against which all communication is measured against. These concepts and stories are the most important part of a company, brand or product because they are the most ethereal and subconscious, yet the most identifiable. They ARE a company's position of differentiation.



**They do not buy
what you sell.
They buy “why”
you sell it.**

Brands that take chances and stand out in the crowd have a higher level of instantly perceived trust, as the consumer views them as a larger entity, and in that, a brand they can stand behind.

Your brand is not just your name, brand mark, website, or your advertising. It's not even your mission statement. These are simply reminders or signposts that point to your brand as a whole. Building a brand, or suite of services, is a process of narrowing your focus, having a clear and repeated message, and nurturing a reputation for serving your clients well—and making that reputation visible. Differentiate effectively and you're on your way to successfully building a brand, and in doing so, attracting the clients you're best equipped to serve.



Stakeholder Interviews & Collaboration

Whether it is a new branding project or a re-brand, we interview key stakeholders to determine your brand's needs. If it is a re-brand, we want to determine what is and is not working for your brand's current success. Overall, we also want to determine your brand's important internal aspects, such as where key stakeholders see your brand going and goals for your brand in the future. We want to get a 360 view of your brand, including detailed information about your brand's marketing mix.

We have an ongoing collaboration with key stakeholders to ensure we move in the right direction with your branding or re-branding project. Maintaining a cohesive brand strategy that integrates all creative touchpoints on a continual basis is essential for creating recognizability, brand memorability and ensures your brand stands out from the competition.



Competitive Analysis

Early on in the branding process, we research the competitive landscape and conduct a detailed competitive analysis. We determine your brand's top competitors and define their strengths and weaknesses to define your brand's unique value propositions, define areas where your brand can improve upon what competitors are doing, and begin to build a differentiated brand identity.

Since our branding capabilities are extremely visual, comprehensive competitive analysis in terms of the competition's visual identities is also fundamental in providing a highly-differentiated identity for your brand.



Our Process

Personas / Use Cases / Target Audience and Segmentation

A brand cannot be outstanding without knowing who the consumer is. We conduct various types of consumer research, which varies depending upon the needs of a branding project, and can occur at several points along the branding process. Initial secondary research from reputable sources takes place, in the beginning, to determine who the target market/audience is for your brand.

Consumer surveys, focus groups, one-on-one interviews, and a combination of all of these may be conducted at any point during the branding process. These consumer research strategies help us in many ways, such as determining which packaging design will perform the best in the consumer market, to gaining better insight into the best messaging for your target market, to creating consumer segmentation strategies, and many other ways.



Our Process

Creating Product or Brand “DNA”

The brand positioning document is where we pull everything together that we have learned from key stakeholders, research, and analysis to create the blueprint or “DNA” of your brand.

We combine our creative expertise and learned insights to create a distinct brand position and direction. We outline your brand’s vision, mission, position in the market, unique value propositions, competitive trends, situational analysis, target market research, brand personas, voice, tone, and other essential concepts through this brand positioning exercise. With everything considered, we can create your brand’s overall identity, which guides us in creating a cohesive visual identity and consistent messaging that will enable your brand to stand out from the crowd and succeed for years to come.



TIP Summit Amsterdam, “We>I” Creative Units

We utilized a **WE>I** concept as a way to relay the significance of a global initiative in the power of communication and technology services.



TIP Summit Digital Tradeshow Wall

This tradeshow wall also boasted the **WE > I** hero message and incorporated a large screen behind the wall that played a motion reel consisting of campaign voice/tone imagery.



TIP Summit Tradeshow Talker Boxes

These talker boxes also utilized the **WE > I** campaign messaging and were placed strategically around the TIP Summit for brand recognition and memorability.



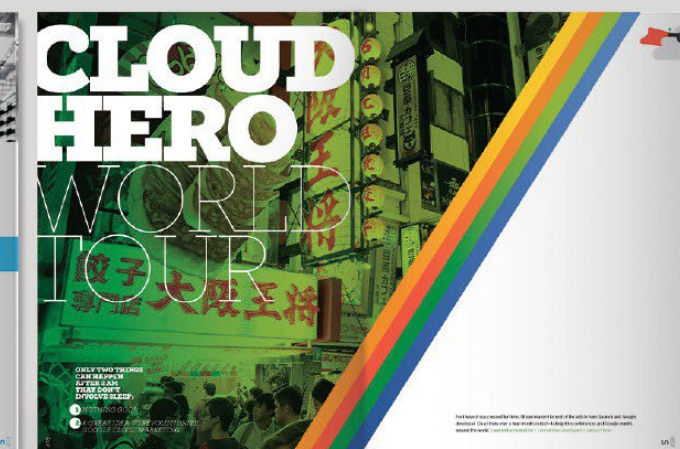
MediaAMP Tradeshow Booth

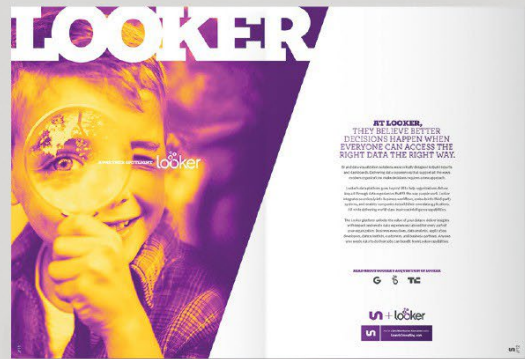
This tradeshow booth consisted of a large framed back wall, a digital display stand up wall, branded director-style chairs, and a branded table cover.



The Navigator Quarterly Content

designed four issues of THE
NAVIGATOR for Partner Channel
,as well as provided creative
copywriting, and proofing/editing
all client-supplied content.







the navigator

crossroads: genie tower // enabling the workforce of the future // new frontiers: courage at the crossroads // level 11 spotlight // crossroads: ravi & mark hadland // evolution of a business // the interview: published by launch:cg vol. 1 no. 4 // winter 2019/2020 // \$3 C.R.E.A.M.



CHOICE

launch

We investigate the challenges of being at a crossroads in business, and how to fearlessly navigate it.

CROSSROADS:

A SPECIAL LETTER FROM THE EDITOR GAO



GAO
Gao, Editor
The Navigator Magazine, Launch:cg

CONVULSION AT A CROSSROADS
A special letter from the editor Gao, looking at the challenges of being at a crossroads in business, and how to fearlessly navigate it.

INDIVIDUALS AT A CROSSROADS
A special letter from the editor Gao, looking at the challenges of being at a crossroads in business, and how to fearlessly navigate it.

PERSONAL CROSSROADS
A special letter from the editor Gao, looking at the challenges of being at a crossroads in business, and how to fearlessly navigate it.

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COURAGE at the CROSSROADS

By
Ravi Kumar, Chairman, Genie Tower
Mark Hadland, Managing Director, Launch:cg



FROM RAVI KUMAR'S POINT OF VIEW

Choosing between the path of least resistance and the path of most resistance is a challenge that every leader faces. It is a choice that can define the future of a company, a team, or even a person.

Enabling the Workforce of the Future
The future of work is being shaped by a combination of factors, including the rise of artificial intelligence, the gig economy, and the need for continuous learning. Leaders must be able to navigate these changes and ensure that their workforce is equipped to thrive in the future.

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NEXT LEVEL

A SPECIAL LETTER FROM THE EDITOR GAO

LEVEL 11
LEVEL ELEVEN

LEVEL 11: THE OVERVIEW
A special letter from the editor Gao, looking at the challenges of being at a crossroads in business, and how to fearlessly navigate it.

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PHILIPS LUMIFY MOBILE ULTRASOUND

A special letter from the editor Gao, looking at the challenges of being at a crossroads in business, and how to fearlessly navigate it.

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INTERVIEW

CEO MARK HADLAND

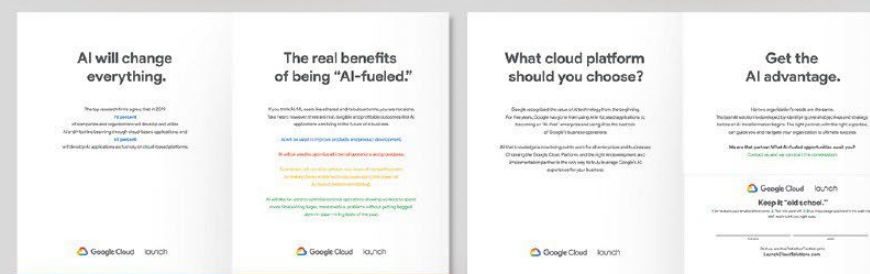
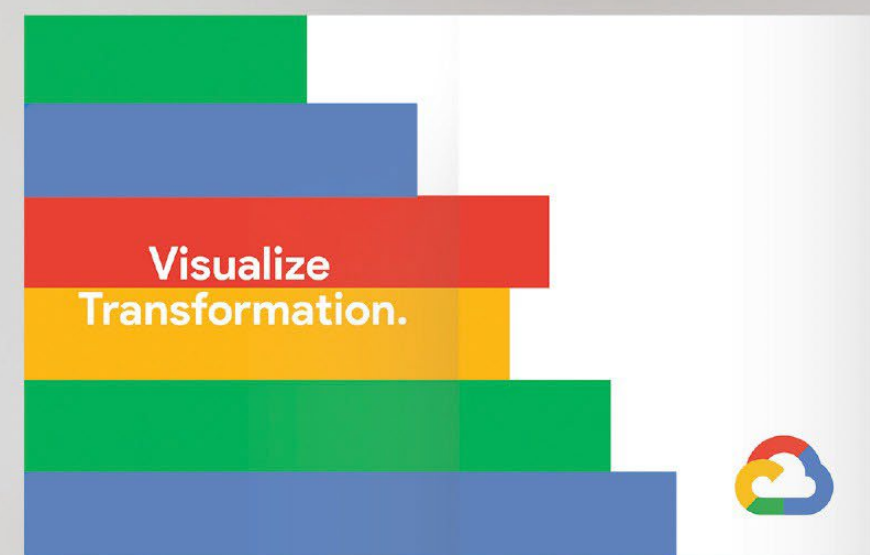
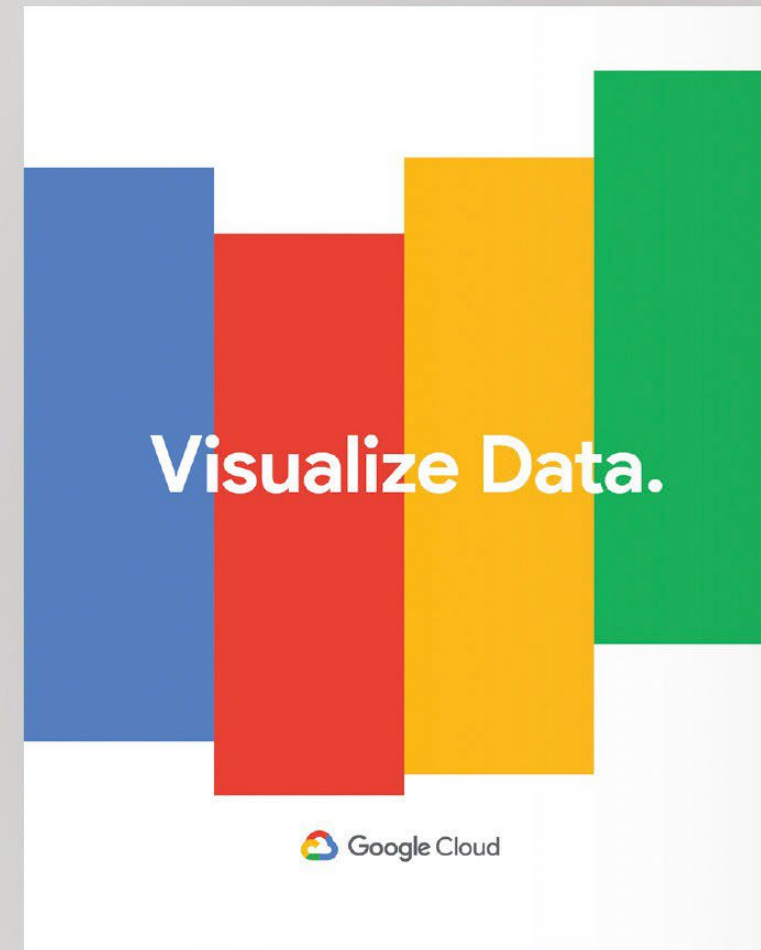
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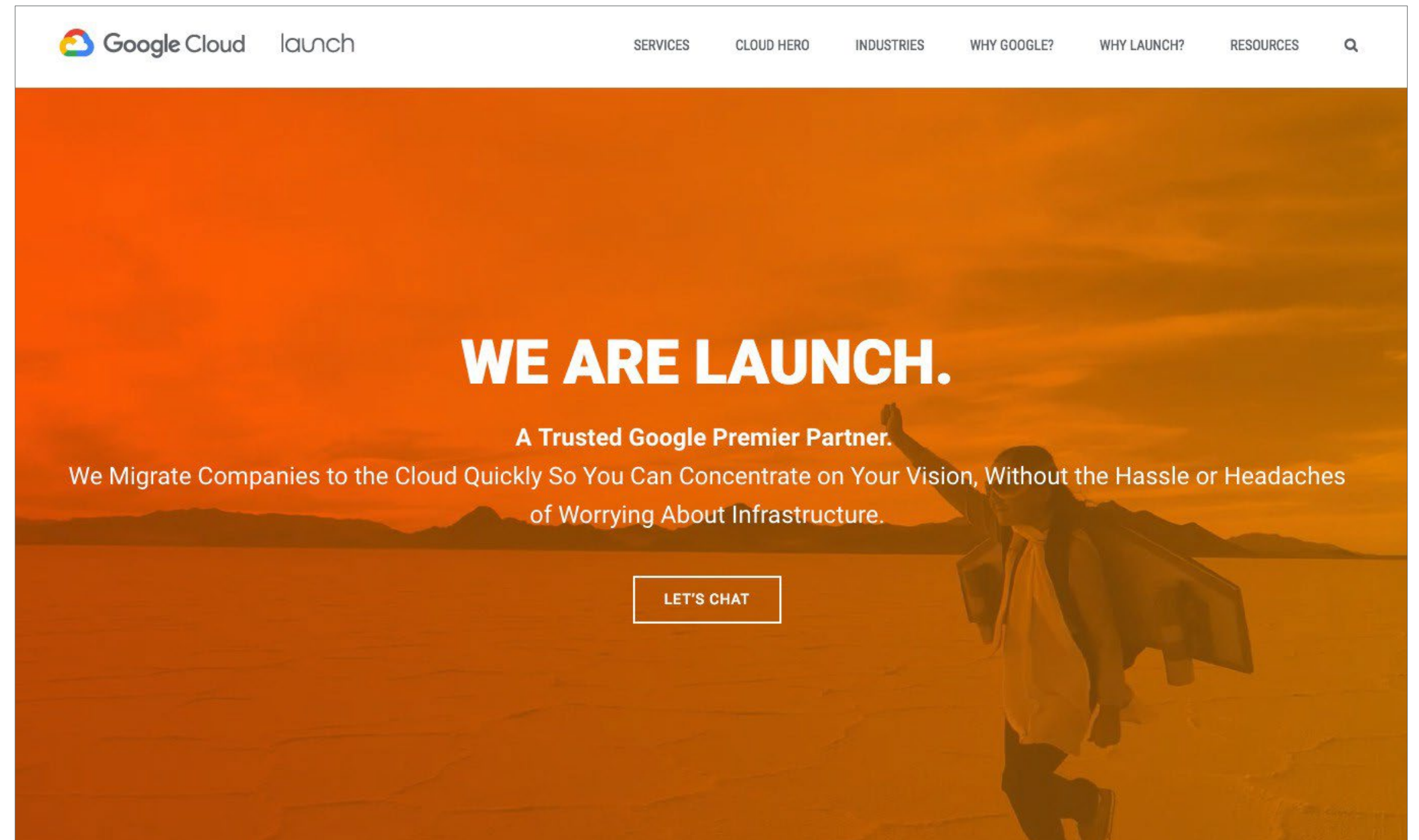
Google Cloud Platform Mailer

This Navigator Quarterly insert card had a prepaid, perforated card that readers could drop in the mail to get in touch with sales reps about GCP.



Google Cloud Platform/ Partner Website Development

We handled the content structure, copy editing, copywriting, imagery, coding, testing, launching the website, debugging, SEO, and content creation/management.



Why M&G?

What Did We Do For Our Client?

- Competitive Analysis SWOT/Situational Analysis
- In-depth industry-relative secondary research Primary research in the form of surveys, interviews,

Additional Services Provided:

- Website development, copywriting, and SEO management/strategy
Copywriting for all relative brand touchpoints
- Creative design and strategy for print, social media and other digital advertising, brochures, and all relative brand touchpoints
- Environmental design / tradeshow design including a tradeshow booth design, digital display booth walls, talker boxes, and other memorable creative elements
- The Navigator Quarterly print publication
Merch/swag ideation, design, and sourcing
- Presentation decks that include copywriting, creative, and other aspects for tradeshow, investor meetings, and other professional needs





MUSE & GORDON
CONSULTING

let's do good work together.

