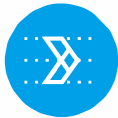




Believable Branding

MCG believes a B2B company's brand is brought to life by its people.



Brand Creation

Create an identity that's memorable and immediately identifiable.



Brand Positioning

Understand the competition and position for strategic success.



Cultural Transformation

Create, educate, and indoctrinate teams in brand consistency and presentation.



Brand Activation

Develop brand language across all touch points to express it consistently for launch or re-launch.



Brand Tools

Create resources for teams to extend and represent the brand everyday.



Brand Monitoring

Establish processes and tools to enforce brand guidelines everywhere it's officially used.

