

The Brand Building Bootcamp™ Offers Complete Brand Transformation in 30 Days

New Service Guides Businesses Struggling to Gain Traction with their Brand Messages, Visual Identities and Executive Videos

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EINPresswire.com/ -- Every B2B business founder or owner wants a powerful brand that reflects the benefits and value they deliver to their customers, employees, partners and communities. Unfortunately, many brands default to “me too” messages and visuals rather than defining a strong, consistent brand strategy, story and visual identity. To guide business founders and owners toward building a brand that achieves their aspirations,

the brand strategists and storytellers at [Brandtelling](#), [Boch Creative](#) and TLo Productions have launched [The Brand Building Bootcamp™](#). The service combines decades of expert brand strategy, storytelling, visual design and video thought leadership into a set of focused packages, enabling businesses to become a “Category of One” instead of another competitor in a sea of same-old brands. The initial industry focus for The Brand Building Bootcamp is the IT Channel industry, including Managed Service Providers (MSPs), Technology Solution Providers (TSPs), Software-as-a-Service (SaaS) companies and technology vendors. More information is available at <https://TheBrandBuildingBootcamp.com>.

“The Brand Building Bootcamp enables brands to achieve brand clarity, stand out in their industry, showcase their thought leadership and, perhaps most importantly to those watching the business’ bottom line, increase profitability and sales,” says Arthur Germain, Principal and Chief Brandteller at Brandtelling, a brand strategy and brand storytelling agency.

Inside The Brand Building Bootcamp

Using a four-step process, the strategy and storytelling team quickly and methodically guides clients from brand building to launch.



The Brand Building Bootcamp: Ideas to Brand in 30 Days



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1. Discovery – A collaborative session to uncover brand essence.
2. Design – Custom visual identity and storybook creation.
3. Develop – Bespoke website development and media production.
4. Deploy – Promotional and launch campaign.

The Brand Building Bootcamp is available in three different packages, enabling companies to achieve a simple brand refresh, an advanced brand redesign or a complete brand relaunch.

“We have designed our Bootcamp to relaunch clients’ brands to sound and look strong, cohesive and consistent. Our simple process is purpose-built to relaunch a brand in 30 days. No more wasting time with convoluted rebrands – we are focused on success from day one,” says Asaf Bochman, Founder at Boch Creative, a brand identity design studio.

“Once we’ve established a strong brand story and accompanying visuals, we collaborate with founders and owners to create compelling executive thought leadership videos and shorts that share the story with customers,” says Tom LoFaso, President of TLo Productions, a video marketing production company.

About Brandtelling

Brandtelling (www.brandtelling.com) is a brand story strategy and brand storytelling agency. More information at <https://brandtelling.com>.

About Boch Creative

Boch Creative is a brand identity design studio. We help you find direction and unlock the creativity within your brand. More information at <https://bochcreative.com>.

About TLo Productions

TLo Productions is setting the industry standard for organic marketing through storytelling video. More information at <https://www.tloproduction.com>.

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