



BRAND & MARKETING STRATEGY

CREATING YOUR BUSINESS [CHARISMA]TM
& BUSINESS [ENGINE]TM

BROCHURE - 2016



**WE ARE A WONDERLAND
FOR VISIONARIES...**

**WHERE BUSINESSES
ARE TRANSFORMED
TO CHARISMATIC
POWERPLANTS...
WHERE STRATEGY HAS
A HUMAN FACE...
AND SIMPLICITY IS
ENGINE OF THE SUCCESS.**

**HERE INTANGIBLE IS
A SECRET POWER
AND AUTHENTICITY
IS A CONCRETE LAW.
WE UNLOCK OUR
ROADMAP TO THOSE
WHO ARE BRAVE ENOUGH
TO CHANGE THE WORLD.**

COME IN... BE PROUD.



INTRODUCTION

IT'S TIME TO ROAR

WE MAKE OUR CLIENTS **PROUD**, FASHIONING IRRESISTIBLE **BUSINESS [CHARISMA][™]** THEY ARE DELIGHTED TO SHARE. IN OUR HANDS THEIR **VISION** BECOMES A CATALYTIC CHANNEL FOR POWERFUL **CHANGE**. WE **HAND-PICK** OUR TEAMS, PARTNERS AND CLIENTS SO OUR **COLLABORATION** SPARKS WITH **EXCITING** PERPETUAL ENERGY CREATING A 'TRUE ACCELERATION'.

WE RECOGNISE THAT VERY SUCCESSFUL ORGANISATIONS ARE LED BY INDIVIDUALS WHO ARE ABLE TO INFUSE THEIR OWN PASSION, EXPERTISE AND VALUES. WE CALL IT THE **BUSINESS [CHARISMA][™]** AND IT SHOULD FLOW THROUGH EVERY FIBRE OF THE BUSINESS.

LIONIQUE'S UNIQUE APPROACH IS PROBABLY THE MOST ROBUST BRANDING PROCESS YOU WILL EVER EXPERIENCE. AND, THE RESULTS COULD LAST YOUR BUSINESS A LIFETIME.

LIONIQUE IS A BRAND STRATEGY CONSULTANCY AND FULL-SERVICE MARKETING DESIGN AGENCY. OUR TEAM BOASTS AWARD-WINNING DESIGNERS AND MULTINATIONAL-LEVEL PROJECT MANAGERS. WE LEAVE NO STONE UNTURNED AND OUR CLIENTS BUSINESSES TYPICALLY ENJOY DOUBLE-DIGIT GROWTH AFTER WORKING WITH US.



WHY LIONIQUE

WHY CHOOSE LIONIQUE

THREE KEY REASONS TO CHOOSE LIONIQUE TO HELP
GUIDE YOUR DECISION-MAKING

EFFECTIVE

DEVELOPING BUSINESS
[CHARISMA]™ AND
BUSINESS [ENGINE]™
FOR 'TRUE'
ACCELERATION

CONNECTION

INTERCONNECTING
ALL PARTS OF
YOUR BUSINESS
FOR SEAMLESS
COLLABORATION

PRACTICAL

DELIVERING LONG
TERM STRATEGY
THAT IS CLEAR
AND IMMEDIATELY
ACTIONABLE

DEMONSTRABLE RESULTS

OUR RESULTS SPEAK FOR THEMSELVES. BECAUSE
IT'S NOT ABOUT THE WORK WE DO; IT'S ABOUT THE
OUTCOME WE DELIVER FOR YOU

UP TO 300%

CLIENT'S TURNOVER
GROWTH RATE
WITHIN 2 YEARS
PERIOD

12 OUT OF 16

DIFFERENT
INDUSTRIES WE
DELIVERED DESIRED
RESULTS TO

1.8X

FASTER REACHING
IDENTIFIED CRITICAL
AND ASPIRATIONAL
GOALS



OUR CLIENTS

OUR HAND-PICKED CLIENTS ARE TYPICALLY AMBITIOUS COMPANIES IN PRE & POST INVESTMENT STAGE

Explore some of the reasons why they work with us:

- + Clear knowledge of what investors are looking for
- + Translating clients' vision to clear benefits investors get excited about
- + Creating a strategy that delivers the ROI investors expect
- + Keeping focus of the business in the right direction
- + Allowing clients to focus on business growth and their own area of expertise, while taking care of all their brand and marketing needs
- + Working sensibly with budgets available whilst keeping high standards of our work
- + Minimizing waste of all resources
- + Helping clients to see the forest, not just the trees
- + Transferring our clients' excitement to their customers
- + Making clients proud of their business
- + Supporting our clients in long run
- + Developing strong, lasting relationships
- + Making sure IP and trademarks are protected
- + Developing strong brand equity
- + Diversifying marketing channels and customer base
- + Helping to identify when it is the right time to exit the company

GENERAL GROWTH

- + Bringing back growth acceleration and brand power
- + Turning marketing into an active part of business strategy

MERGERS & ACQUISITIONS

- + Identifying the best brand structure and increasing new brand adoption
- + Minimising and managing possible damage to original brands' reputation

INTERNATIONAL EXPANSION

- + Great understanding of cultural differences and perceptions
- + Strategically deciding the scale of brand, marketing, products and services amendment for each culture

NEW MARKETS EXPANSION

- + Understanding what marketing media are effective in each market
- + Strategically adopting and creating communications for new target audiences

NEW PRODUCT LAUNCHES

- + Developing new brands that clearly express the product and attract correct audiences
- + Supporting the company during the whole product lifetime cycle

FRANCHISING

- + Amending marketing activities to suit the new business model
- + Developing strong internal relationships



“ One of the things that differentiates Lionique from other providers is their bespoke blank canvas, no nonsense approach.

Whiston Solutions operates in a niche market and provides a top tier service which needs to be reflected in our digital and corporate identity, with both our existing and potential clients.

We decided to review our public presence from scratch; redefining our vision and brain-dumping our expertise. Working with the Lionique system, we built up a sustainable strategy and a unique, sharp brand which truly reflected our company's personality and values.

We have experienced at first hand, the dedication of Lionique and their attention to detail in delivering a high-end, quality product.

We have no hesitation in recommending Lionique for any premier strategy and branding service.

Paul Whiston
Whiston Solutions

”

“ Having worked with Sasha over the last year or so, I have come to respect her diligence, focus and creativity and look forward to reaping the rewards of our collective efforts to-date and on-going collaboration to professionalise our strategic thinking in terms of branding and marketing and the execution of our strategy. She is a STAR!

”

Denver McCann
Numeritas

“ I am excited and very happy I decided to use Lionique. I like the way Lionique has a system to things. There is clear and obvious method to the way Lionique approaches marketing.

They take their time to get to know the business, they know how to manage what you have and still get the best. Example - our budget is not ideal, but I feel we are still getting top quality service while they know how to use what you have before you.

I personally like the fact that I can see a clear path, we are now beginning to set clear metrics and goals that I can almost see and touch.

”

Timi Phillips
Poised Concierge

OUR SERVICES

SERVICES

LIONIQUE'S UNIQUE APPROACH IS PROBABLY THE MOST ROBUST BRANDING PROCESS YOU WILL EVER EXPERIENCE. AND, THE RESULTS COULD LAST YOUR BUSINESS A LIFETIME.



[MEMO]TM

1: STRATEGIC PLANING

THE THINKTANK OF OUR COLLABORATION.

- + Business [CHARISMA]TM Programme
- + [MEMO]TM Strategic Plans
- + Strategic Platform [CANVAS]TM Programme



2: IMPLEMENTATION

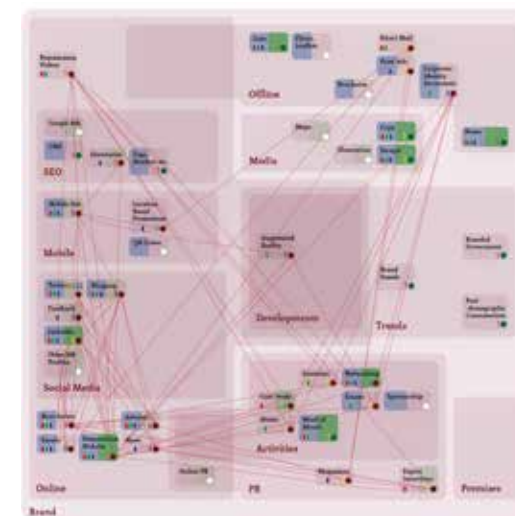
HIGHLY FOCUSED, FAST AND EFFECTIVE CREATIVITY.

- + Brand design and guidelines
- + Printed materials and assets (and their PDF variants)
- + Websites, online platforms & mobile applications
- + Integrated marketing campaigns & communications
- + Premises & product design
- + Exhibitions, events & interactive installations
- + Brand Guardianship, costs & project management
- + Campaign data measurement

[MEMO]TM METHODOLOGY

METHODOLOGY

OUR [MEMO]TM :
MEDIA ENGAGEMENT MAPPING ORGANOGRAM



MONEY, TIME & PEOPLE

MINIMIZING WASTE OF ALL RESOURCES.

CAMPAIGN EFFECTIVENESS

MAXIMISING CONVERSION RATES, ENGAGEMENT AND ADOPTION.

MARKETING LANDSCAPE

INTERCONNECTING ALL CHANNELS AND CAMPAIGNS.

OUR APPROACH

SHOWING THE CORE STAGES IN TACKLING A PROJECT

STRATEGIC PROCESS

SEE WHAT ARE THE TYPICAL PHASES OF OUR PROCESS AND WHAT THEY MIGHT INCLUDE.



MEET THE FOUNDER

FROM OUR BASE IN LONDON, WE SERVE CLIENTS AROUND THE WORLD.

- + Our Founder Sasha Kader plays an active role in delivering and managing projects
- + For optimum cost-effectiveness, projects are delivered by talented junior resource, mixed as appropriate with the experience and knowledge of senior team members where this adds the most value

SASHA KADER MA

Sasha Kader is the Founder, Managing Director and proud face of Lionique London Limited. A talented designer and marketing strategist, Sasha ran her own successful design consultancy in the Czech Republic. In 2004, she moved to Brighton and then to London to further her studies at the University of London. By now, Sasha was gaining a reputation as a rising star on the European creative scene. Her work was featured in Creative Review Magazine; her animation 'Moths' was screened at the Brighton Festival; and she won a Computer Arts Excellence Award for her multimedia project 'Parlophone Festivals'. A spell at respected London design agency Thin Martian strengthened her profile still further, and provided the opportunity to play a lead role on design projects for globally-renowned clients including Microsoft and Xbox. In 2007, Sasha founded her own design consultancy, Sakr Design, and settled in Shoreditch.

Lionique was founded in 2012. The consultancy is a natural culmination of Sasha's years of experience and skills in design, marketing, brand-building and business development. Her unique methodology, [MEMO][™], has received tremendous acclaim, supporting start-ups, established medium-size businesses and larger corporates in a wide range of business activities; from re-branding initiatives through to mergers and new market ventures.



“

Business is not just my work – it's my passion. I truly believe that creativity and strategy can and should work together in harmony: it's the only true way to bring a business proposition and brand experience fully to life in the eyes of the business owner, employees and customers. What's more, it's fun – and business should be enjoyable as well as profitable.

My early career as a designer and my various studies and business ventures have taught me that one of the most valuable skills is the ability to listen and interpret. That's what design is all about, really: understanding what a brand is trying to say, and translating that into something with personality, colour and a voice. For me, working with businesses to help them achieve this is a pure delight. I love watching businesses flourish as a result of my support. It's proof that you really can achieve whatever you want – and thoroughly enjoy yourself while you're achieving it.

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GET IN TOUCH

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