



Strategic Marketing Consulting

Regardless of whether or not you have an established company, starting a new business, or an existing company “reinventing” itself, marketing strategy is a critical element towards success.

Marketing is what **creates** the intangible value of getting your customers to your businesses, but moreover, helps them **remember** your business.

TVG’s marketing consulting services include:

- Strategic planning
- Marketing assessment
- Project planning
- New product launches
- Research
- Data analysis

Identity & Branding

Your company is identified by its brand and the company identity should provide an overview of your expertise and value add.

Important aspects such as the logo should be understood and identified and provide meaning to your audience.

Develop a strong identity and branding experience through the following **TVG** services:

- Brand strategy and positioning
- Company, brand and product naming
- Logo design
- Identity materials
- Graphic standards and brand guidelines

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