

≡ STUDIO - B



[OUR STORY]

ESTUDIO - B: BRANDING STRATEGIES FOR SOCIAL IMPACT

Our story begins now. Our story is based on certitudes and dreams we believe are attainable...

At **Estudio-b** we believe that world-class branding strategies are the foundation of excellent communications and higher brand value.

We believe that social entrepreneurs and initiatives deserve to stand out.

We believe that artists and cultural enterprises have intrinsic social impact and that their mission deserves to be shared with the world.

At **Estudio-b** we believe that together we'll be able to impact the world in a positive and lasting manner.

[WHO WE ARE]

We are an up-and-coming branding agency for brands and initiatives with a social purpose.

Studio “estudio” is a place where minds unite to produce exceptional creative work. In Spanish “estudio” also means immersion into a topic, a study.

At **estudio-b**, we deep-dive into your project by:

- Studying your customers and their context.
- Coming together as a multidisciplinary team to create a strategy that expresses your brands’ individuality.

[OUR MISSION]

To produce standout brand communication strategies, that uniquely portray our clients' mission, vision, and values.

We are dedicated to developing a brand strategy that reflects our shared passion--yours and ours--- for social impact endeavors and human development causes.

Finally, through our everyday work, we are committed to supporting the dignity of the human experience and spirit with: boldness, curiosity, integrity and respect for people of all walks of life.



[OUR APPROACH]

At **Estudio-b** we use a combination of cutting-edge marketing techniques specific and relevant to our clients' needs. There is not a “one-size fits all” approach at **estudio-b**.

Traditional approaches, such as brand audits, ethnographies, and focus groups, along with new marketing practices like real-time responses through digital media, big and small data analysis and state-of-the-art methodologies, join forces to craft a brand communications strategic framework that will resonate with your customers and stakeholders.

Our approach is a fine-tuned mixture of science, art, insights, and soul, rooted in a specialized study of:

- a) your customers and
- b) your field.

SCIENCE + ART + POWERFUL INSIGHTS + SOUL = BRAND STRATEGIES



[OUR GOAL]

Our primary objective is simple:
“To grow and succeed in the global marketing industry
through the growth and success of our clients and their
causes”.

ESTUDIO-B

[CONTACT INFO]

Please learn more about estudio-b or leave your comments on:

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