



THE ASHA CODE

strategic brand architect

theashacode.com

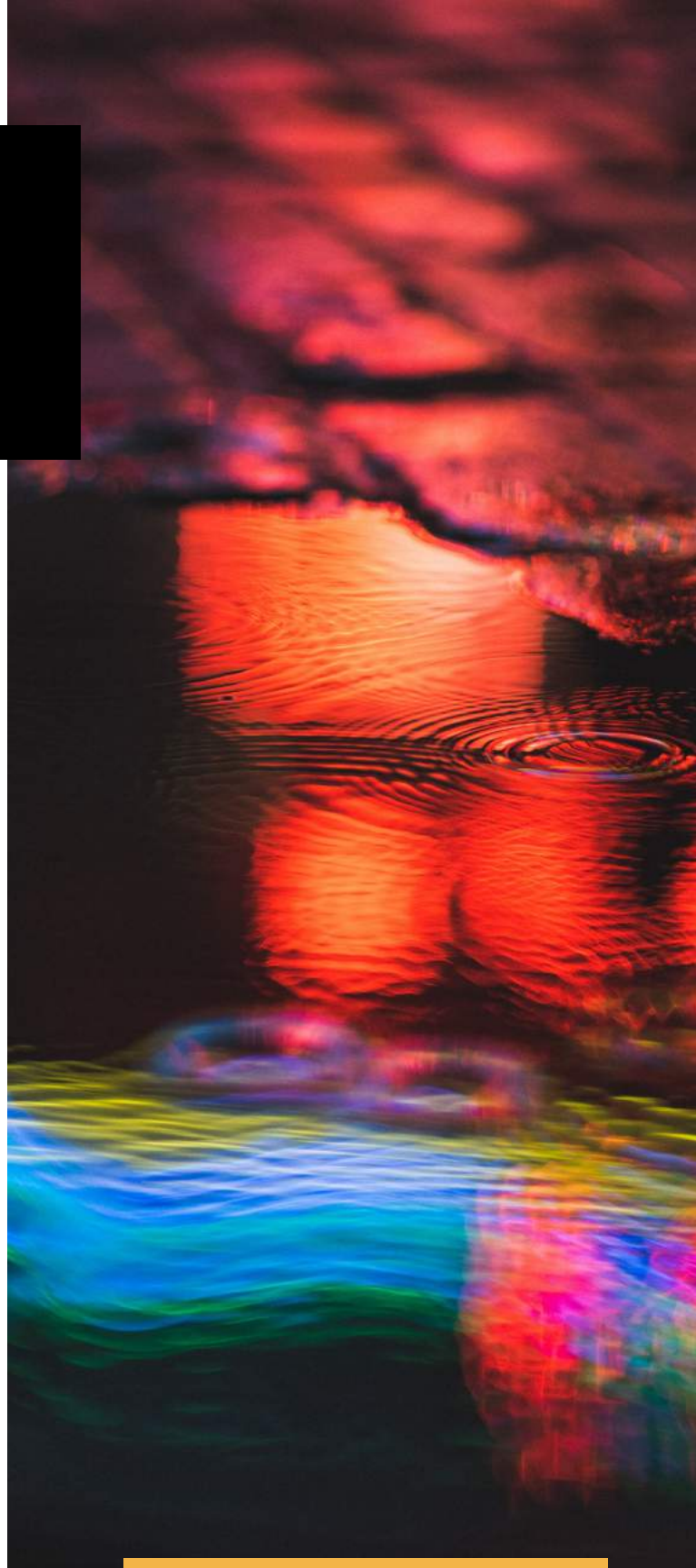
ASHA ETHOS

When it comes down to it, *your brand live and die by your ability to remain authentic.* **Your authenticity is your competitive advantage.** It creates an environment for your passion and purpose to connect and create honest relationships in the hearts of your customers, clients and consumers. It's really that simple.

In a world where brands sacrifice anything to stay relevant, they risk losing the very essence that makes appealing in the first place. Consumers don't identify with compromise; they identify with integrity, originality, and truth. In other words, authenticity, **your story.**

The ASHA Code helps brands discover their authenticity and embed it into the framework of all strategy. It's not for the faint of heart, but, **figuring out who you are through and through, is what will help you succeed.**

**WE DEFINE THE
UNION OF BOTH THE
EMOTIONAL &
FUNCTIONAL
ELEMENTS OF YOUR
BRAND VISION.**



ASPIRATION

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Who you are and who you want to become. It's a process of intention, where we uncover the soul of your brand. It defines purpose, positioning and differentiation. It's a product of vision and values and understanding you aim to serve.

STRATEGY

Creating a well defined strategy encompasses all aspects of "the business" but is directly connected to consumer needs and emotions. Brands aren't built overnight, thus a true brand strategy is focused on long-term goals and sustainable growth.

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HEART

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Your heart is in your brand expression. Who you are & how you tell your story. It's how we communicate your brand to the world. Your authentic narrative, how you show up, is a unique harmony of words and images that capture and express who you are.

ALIGNMENT

Building and maintaining a strong brand starts from within, and alignment ensures you keep the same energy. After the work it takes to define your voice, this critical process of ensures your brand experience is fresh, dynamic and consistently deployed across all channels.

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CREATIVE VISIONING

The process of coming up with breakthrough ideas. It is ultimately a process that ebbs and flows. Breakthrough ideas are rarely the product of one mind. They are the result of a fusion of ideas and approaches. A process that includes bursts of energy as well as periods of “simmer”.

IDEATING POSITION

The art of transition from identifying elements to creating a cohesive brand message and strategy. We combine your understanding of who you are and people you are designing for, to generate solution concepts. We don't brainstorm innovations; we construct them.



BUSINESS STRATEGY

Activation aka the master planning. Similar to traditional business strategy we create a working plan for your brand to achieve its vision, prioritizing objectives, competing successfully, and optimizing performance within your overall business model.