

Brand Development

Milk take an integrated approach to corporate identity as brands must be present across all media platforms - from mobile web sites to billboard advertising.

In the new media age brands offer more than corporate identity, they can offer a cultural connection with individuals and lifestyle groups. A successful brand can draw commitment from a consumer before any transaction occurs, but only if the company ethos is genuine and clear.

Crucially, a logo and brand must be consistently engaged with, to achieve this Milk work in 4 stages:

1. Understanding the brand
2. Develop the brand framework
3. Strategic, creative design
4. Managed results service

[View a case study of our brand development work](#)

At Milk we build long term relationships with our clients, and know that the way your brand is perceived will have a major impact on the fortunes of your business. Whatever the scale of your brand development project we would love to hear about it.

For more info please call 0845 094 9167, or mail us