



RUSSO is a Strategic Branding Agency – and as a branding agency, we are believers. Here we believe in the promise behind the brand and that by changing the conversation we can inspire and motivate consumer behavior regardless of industry, size or location.

AGENCY LEADERSHIP



Jaci Russo, P.C.M.
CEO/Strategist



Michael Russo
Chief Creative Officer



Molly Daigle
President of Client Success



Maria Hanes
Brand Developer



Slade Scherer
Sr. VP Business Development

AGENCY FACT SHEET

2001

Founded in 2001 by CEO Jaci Russo and Chief Creative Officer Michael Russo



Trademarked Branding Process that permeates branding at all levels of marketing, advertising, interactive and digital media



National perspective with a team of experienced branding professionals from across the country – serving clients in a wide variety of industries



We are what you see, with a named partner engaged with every client and project pricing to ensure transparency and accountability



Where creative and strategy live in harmony; Unique leadership, where our Chief Creative Officer and Chief Executive Officer are also founding partners

Headquartered in Lafayette, LA

brandRUSSO.com

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AGENCY SERVICES

Strategic Brand Planning

- Brand/Market Research
- Target Audience/Competitor Profiling
- Psychographic and Demographic Analysis
- Media Assessment
- Lead Generation
- Tradeshow Support and Strategy
- Traditional and Digital Media Planning and Buying
- Sales Strategy and Training

Creative

- Brand Identity/Logo Development
- Brand Standards/Guidelines Development
- Marketing Materials Development
- Messaging Development
- TV/Radio/Digital Media Production
- Graphic Design
- Collateral/Print Materials
- Packaging Design

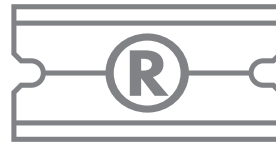
Interactive/Digital

- Social Media Development/ Management
- Website Design/Programming
- Blog Development

Public Relations

- Strategy
- Media Relations/Training
- Press Conference Coordination
- Crisis/Event Management
- News Release Campaigns

OUR PROCESS



Razor Branding™ develops brands from the inside out, establishing a series of branded touchpoints that form emotional connections with the consumer. Developing these connections relies heavily on understanding the psychographics of audience behavior and not just demographic profiles that rarely tell the whole story.

The process utilizes 4 primary elements to achieve these goals:



FOCUS - (The Who) helps define who you are and who your audience is through the use of consumer insight, demographics, psychographics, and personality profiles.



PROMISE - (The Why) defines that one differentiating and powerfully compelling quality that makes your brand razor sharp - in effect, the promise behind the brand.



CONNECTION - (The What) establishes your "voice" and a messaging system that is based on your defined brand promise making you the preferred choice over the competition.



HARMONY - (The Where) identifies and develops a series of branded touchpoints that establish trust - connecting with your audience where they live, work, and play.