



**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.

### How We Help

**Clarify Your Brand:**



We uncover what truly sets you apart. Through research, insights, and strategic focus, we help you understand your audience and define the promise that drives loyalty and growth.



**Connect With Your Audience:**



We turn strategy into clear, consistent messaging that inspires trust and drives decisions across every touchpoint.

**Create Harmony Across All Marketing:**



We bring alignment to your brand, marketing, and sales efforts so your team works smarter and your results multiply.

## Building brands that CHANGE THE CONVERSATION

**You're tired of being the best-kept secret in your industry.** You know what makes your company different, but your audience doesn't - because the conversation keeps revolving around your competitors.

**You don't need more noise or marketing.**

### YOU NEED CLARITY.

When your brand tells the right story in the right way to the right people, they start paying attention for the right reasons.

**That's what happens when you build a brand that changes the conversation.** It shifts focus toward your value, your results, and your impact - so you become the company everyone's talking about.



### Why Clients Choose Us

- **Strategic partners, not vendors.** Every project includes direct involvement from our leadership team.
- **Transparent pricing.** No surprises, no hidden fees.
- **National experience.** Proven results across industries and markets since 2001.
- **Creative and strategy in perfect balance** - because ideas are only powerful when they perform.



## Strategic Branding that Drives Results:

At brandRUSSO, we help you to stop wasting money on marketing that doesn't work.

Our proven process, Razor Branding™, helps you connect with your audience, clarify your message, and build trust that drives measurable growth. We partner with companies that are ready to strengthen their positioning, unify their marketing, and turn strategy into results.



### Our Razor Branding™ Process

A proven process for transforming how your brand communicates and converts:

- **FOCUS** – Identifies who you are and who you serve
- **PROMISE** – Defines why you are the best choice
- **CONNECTION** – Establishes messaging that cuts through the clutter
- **HARMONY** – Creates consistency across all touchpoints with measured results

### Marketing Services that Deliver

- Strategic Brand Planning & Research
- Messaging & Content Strategy
- Campaign Development & Execution
- Digital & Traditional Media
- Website Design & Management
- Social Media Strategy & Support
- Public Relations & Thought Leadership



### Agency Leadership



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



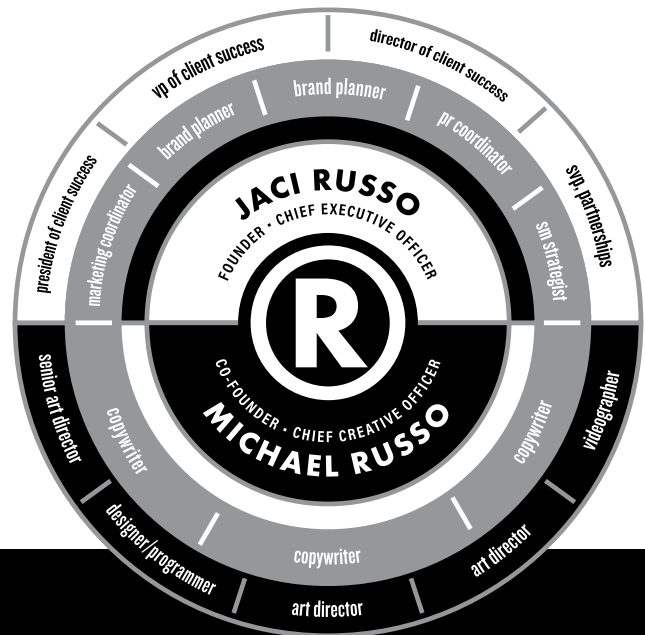
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