



Elevate your

BRAND

Strategic Branding Solutions

Crafting brand essence, core identity,
positioning strategy, value proposition and
key differentiators to elevate your brand.

Strategic Branding Portfolio

2024

Why is Branding important?



"Branding is the art of forging deep emotional connections for growth, loyalty and customer preference, while also leveraging the transformative power of brands to disrupt social dynamics for a better future".



Dannie Cadavid

Strategy Director
& Founder

We specialise in crafting impactful branding and marketing solutions.

We will help you reveal your brand's true worth and difference by challenging the great to make it awesome!



Why should you trust us with your brand?

We've crafted a singular strategic branding process aiming to link business strategy theory with storytelling and design thinking.

- We conduct in-depth cultural, psychological and anthropological research to gather audience data.
- We run 360 competitive audits for real opportunities and vulnerability analysis.
- We facilitate creative workshops to explore brand concepts and messaging.
- We design logo options, colour palettes and style guides tailored from a strategic point of view.
- We develop clear and unique messaging that resonates with your target audience.

Our Services

We combine strategy, research and creativity to build solid purposeful brands & strategy implementation plans throughout different stages of your brand's life cycle.

Brand Starter Pack for New Business Ideas

Where ideas transform into brand success

Brand Starter is a comprehensive branding package designed specifically for startups, providing the essential elements to establish a strong and cohesive brand identity from the ground up.

From market viability research to naming and logo development.

Brand Alignment Program for Growing Businesses

Align for the future

Our Brand Growth Strategy process is designed for businesses seeking to reignite their brand, realign efforts and close branding gaps. Whether you're experiencing stagnated growth, a disconnect with your target audience, or inconsistencies in your brand presentation.

From brand gap analysis, to marketing alignment and a growth roadmap for implementation.

Brand Innovation Package UX - CX User Intelligence Studies & Audience Mapping Future-proof your brand & business

Brand Innovation Package is a tailored solution designed to help mature companies navigate the evolving market landscape and revitalise their brand for continued success.

From 360 brand and digital audits, to brand repositioning strategies and endomarketing programs.

Case Studies



Click on the images to see these case studies

Case Studies



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Our Work & Testimonials



Ben Chapman
CEO

The Ideas Factory has been the ideal ally to support us in the goals we have set. The development and expansion of our brand have been an example of the great things we can achieve together.



Louie Schroeder
President

Having The Ideas Factory (TIF) as our marketing partner has been a pivotal part of the strategic development of the new Railquip branding and digital transformation.

Working with TIF we feel like that they really understand and believe in our business. We love the way the company is growing and how they help us maintain our family business values while we continue to help America move.



Jenna Stanfield
Director of Business Strategy

Working with TIF as our marketing partner this year has helped us streamline our marketing efforts across the business. We love that the TIF team feels like an extension of our team and that they provide the marketing and strategic expertise to help us to build our brand and showcase the solutions we have to offer our clients. They've been an excellent partner.



Our Clients

Spanning across

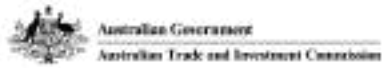
20 countries

Delivered more than

500 projects

Launched more than

100 brands



A stylized world map is centered in the background, rendered in a light gray dot-matrix pattern. The map shows the continents of North America, South America, Europe, Africa, and Asia. There are three small white star-like symbols: one in the upper left quadrant, one in the lower right quadrant, and one near the bottom center.

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