

WELCOME.

Welcome to ANGELFYSH. We're a Brand Communication Collective with three main differences.

First, we're **CONSULTANTS THAT DO™**. This means our talent, technical knowledge and consultancy experience is further strengthened because we've all founded or led successful brands of our own.

Second, we're **BRAND FIRST**. This means we won't invest in marketing and design until we've worked out how you're different and better.

Third, we stick around. We help business leaders to **INTEGRATE** the brand. To bring it to life.

All this means your new brand will matter more, last longer and make more profit – for you.

1. CONSULTANTS THAT DO.™

Starting or leading a brand is hard. We get it. Because we've done it.

Our personal insight, layered with years of advising other brands means we're navigating familiar territory. We avoid the pitfalls and garner the windfalls.

Proven brand leaders make bolder moves born from brighter and braver ideas.

SUMMARY. We've been where you're going. We move faster. Talk straighter. Think further.

2. BRAND FIRST.

If you've ever wondering why design and marketing is not impacting – here's the answer.

You must first know why your business is different and better. If you don't, you can't maximise.

Brand first. We will discover and distil the most compelling, distinct, motivating and ownable version of you. Before you even begin to communicate.

SUMMARY. Marketing and design are subordinate to brand. Until you know what to say – say nothing.

3. INTEGRATE.

Be ready for change. In every part of your business or organisation.

It's a shame that powerful and inspiring ideas, frameworks and guidance aren't seen through.

We only work with business owners and leaders. Together, we'll set goals. Make plans. Develop ideas. Grow designs. Then – integrate.

SUMMARY. No one becomes a brand by accident. We'll stay at your side, helping you to reap the rewards of becoming the purposeful and profitable brand we create – together.

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