

OUR AGENDA

To understand Brand Iconic, it is important to understand what motivates us.

Our interests are two fold: [1] We want to help as many brands as possible shine in their own authentic way. [2] We want to help creative providers showcase and develop their abilities in ways that are meaningful to them. We are deeply inspired by both groups.

For a brand to resonate it needs material support from talented and creative people. Likewise, a content provider needs a benefactor to commission his or her talents. Too often, one or both parties end up compromising their potential out of frustration in the communication process. We have made it our mission to bring clarity to those interactions, and help both parties be and do their best.

WHO WE ARE

We are a well rounded team, yet sharp in all the right places.

Glenn Price glenn@brandiconic.com

Having spent 18 years on Madison Avenue directing creative efforts for the likes of JWT and Ammirati & Puris, Glenn imparts piercing insight with high-level discernment to every client engagement. He is the founder of Brand Iconic and chief creator of the unique disciplines and tools we use every day.

Ben Maher ben@brandiconic.com

Always an observer, Ben leads our analysis efforts. Playing an important role with Brand Iconic since its inception in 2010, Ben is our resident bookworm and is constantly looking under the surface in search of substance.

Jocelyn Crowther jocelyn@brandiconic.com

Representing Brand Advancement, Jocelyn keeps our team facing forward while serving as guide for customers through the branding platform process. With an education and background in fashion and style consulting she has been helping her friends improve their presentation since the first grade.

Becca Price becca@brandiconic.com

A product of Thayne Wyoming, Becca couples a sensible small town work ethic, with an innate creativity in fulfilling our in-house design needs. She is an artist at heart with communications credentials from BYU Idaho, always imparting a reasoned sense of style to every effort.

WHAT WE DO

The primary product we offer is the construction of a Simplified Branding Platform.

This experience is a multi-stage engagement leading key brand contributors through a discovery experience that builds internal unity and brand conviction. This discovery is encapsulated in a functional tool we term a “Messaging Map.” This single sheet document contains distilled points of messaging specific to the brand at hand, and includes customized profiles of primary audiences. Organized to differentiate between key discussion points and critical inspiration points, the Branding Platform sets forth a disciplined approach to consistently drive a logical and emotional relationship between a brand and its desired enthusiasts. The process to build the Branding Platform is a reliably invigorating experience. When vision and purpose are aligned internally, clear connection with communication partners is made much easier. Additional services we provide include creative leadership and ongoing consulting, always with the intent of bridging the gap between creative provider and brand owner.

LET US IN

As an effort to facilitate the best experience and the best work, we host a directory of creative providers who understand our disciplines.

We use this channel to introduce great brands to great providers, and of course grow our influence and methodology amongst the creative community. We know our system can help Brands and Creatives have a more profitable and rewarding experience.

Creative Providers who wish to participate as a Brand Iconic Inside Partner, please visit inside.brandiconic.com