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**Brand Identity  
Workshop**

**English**

## About this document

This document serves as information and inspiration for a holistically lived corporate brand. Its contents provide guidance for all areas of the company, corporate thinking and behaviour, as well as corporate design and all communication measures. It also contains the context and situation that led to your brand definition and positioning.

## Background

What is the history of your company? What was your basic idea when you started?

## Example

Ara was founded in 1998 and is headquartered in Germany (Düsseldorf), with additional offices in Spain, Colombia, and Brazil. For decades, the agency has combined traditional marketing with IT development and, at its core, was one of the first agencies to establish marketing automation and digitalization as key competencies.

## What are you good at?

What are your professional strengths and how do they benefit your customers?

## Example

We work in a solution-oriented manner and act as mediators between IT and specialist departments thanks to our deep and broad understanding of the industry. Our combined knowledge and cross-industry experience create added value for our customers.

## What are you good at?

Define keywords.

## Example

### Your strengths:

Industry knowledge

Combined knowledge

Mediation

Solution-oriented

Cross-industry

### Customer benefits:

→Overview, optimisation of your own business

→Flexibility, simplicity

→Security, understanding

→Success, stability

→Vision

## Spirit

What is the spirit of the brand?

### Example

Interdisciplinary & future-oriented: The brand thrives on bridging the gap between technology and creativity.

Connecting & globally minded: Multilingual teams, international locations, and cultural sensitivity (especially in Latinamerica).

Collaborative & solution-oriented: Much of their content emphasizes teamwork with clients, long-term cooperation, and co-creation.

Overall, ara comes across as an agency that combines innovation with pragmatism – not flashy, but efficient, solution-driven, and always strategically thought-out.

The spirit of ara is shaped by interdisciplinarity, innovation, and an agile, collaborative mindset – blending creation, technology, and data-driven processes.

## Future

What wants the brand to be in the future?

## Example

Scaling digital marketing processes through automation and intelligent platforms.

Expanding international presence, particularly in Latin America and Europe.

Technological leadership in innovation: AI, progressive web apps, ERP/CRM data integration.

Strengthening thought leadership: ara Academy, workshops like “Marketing meets Tapas,” and marketing publications.

The vision, in short: to be a holistic tech-marketing partner for international B2B brands – offering tailored solutions from strategy to execution.

## Target Group

Who is your target audience? Who are your customers? What do you know about your customers? What does your company mean to your customers?

## Example

B2B and B2B2C companies in the DACH region and internationally

Medium-sized to large enterprises looking to integrate marketing, IT, and sales

Industries: Healthcare, industrial, e-commerce, technology, financial services

Companies with expansion plans, particularly into Latin America

## Talk About

What would you like the brand to talk about?

### Example

Unique Brand Characteristics

Focus on holistic digitalization – not just campaigns, but systemic thinking.

Gamification as a marketing tool, e.g. digital advent calendars, branded games.

Agile methodologies – Scrum, agile coaching, product ownership.

A culture of events with a personal touch (“Tapas” breakfasts, impulse talks).

What makes this brand stand out?

The unique selling proposition lies in:

“Marketing meets IT”: Technical depth meets creative brand work

Global mindset with local execution

High level of marketing process automation

Strong interface expertise (CRM -> website -> content -> analytics)

We don’t just talk about “leads” or “clicks” – we talk about systems, processes, and growth strategies, which is essential for B2B clients.

## Keywords

Describe your brand in 3 words  
(or more ;))

## Example

innovation  
solution driven  
technology