



# BLACKCOFFEE

LUXURY BRANDS



BRAND STRATEGY . GRAPHIC DESIGN . WEBSITE DEVELOPMENT . PHOTOGRAPHY .  
CONTENT MARKETING . PUBLIC RELATIONS . ISSUES MANAGEMENT



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# A Luxury Blend

Selecting, roasting and brewing coffee beans is an art.  
A tradition we borrow from when we work to define,  
articulate and craft the perfect brand.

We spend our days tweaking, blending, creating and testing  
until a brand comes to life to tell a story ... perfectly.  
Often the adventure starts with a conversation and a great  
cup of coffee.

So take a moment, brew a cup of your favourite blend. And  
then fueled by the power of caffeine and a desire to build a  
better business, let's get down to work.

# Nice to meet you. I'm Shannon Larkins, the chief brand barista over here at Blackcoffee Studio.

Over the course of 15+ years, I've grown Blackcoffee Studio out of a love for brand. Brand when done right is magic that compels clients to become evangelists. But too often brand is misunderstood and sloppily done. That's what happens when strategic plans gather dust while the creatives fuss about pretty pictures, creating something wholly unaligned with the original vision.

At Blackcoffee, we carefully choreograph each step from strategy through creative execution ensuring the magic happens. From there we use the foundation of brand to build and protect your reputation, telling your story with words, images and campaigns that get you noticed.

With gratitude,



Shannon Larkins  
CEO Blackcoffee Studio

*“On my very first call with Shannon, she got me, she got my business and not just the way I saw it - BEYOND the way I saw it. She had this clear vision of where I needed to go and how I needed to get there, and suddenly I was excited about my work again, as my whole perspective on the future of my company just blew wide open.”*

Caroline Mays  
Business Owner, California, USA

# The Blackcoffee Brand Manifeste

Plenty of businesses offer a premium product or service ... but they're not brands.

A business provides a service. Money changes hands and the transaction's over.

A brand provides an experience, rolling out the red carpet for anyone with the moxie to show up.

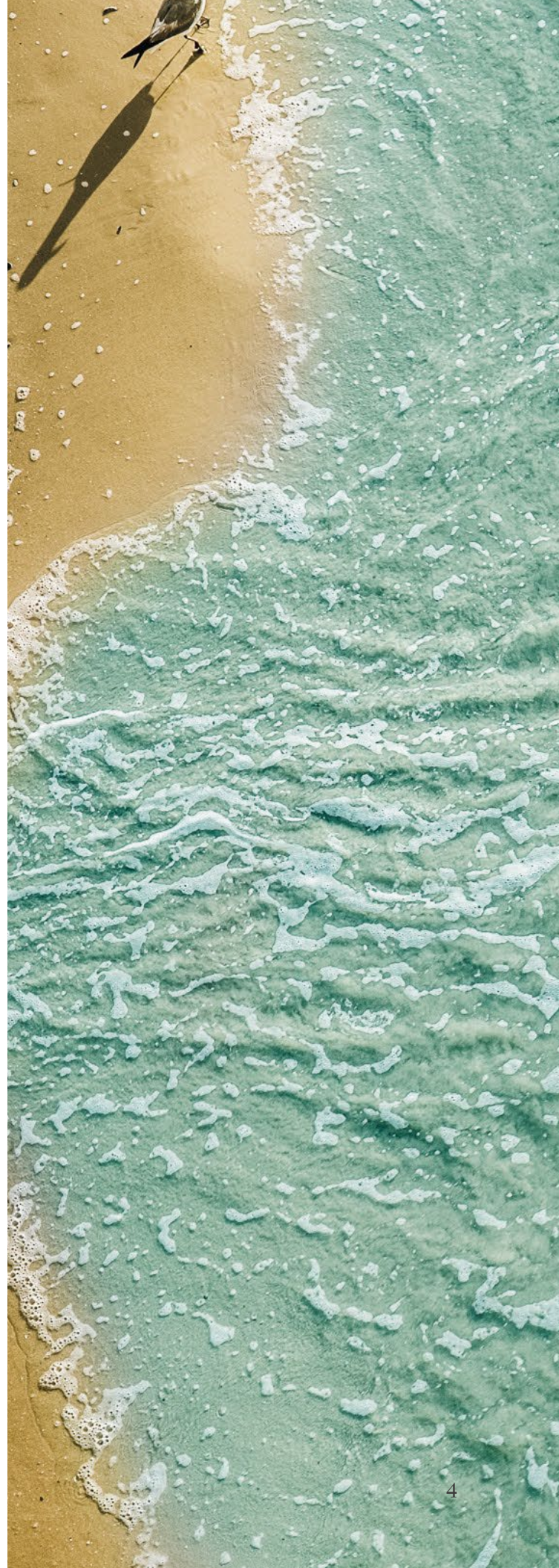
And that's just the beginning. Even from that first encounter with a brand - no matter how brief - they know they're in for a treat. Everything feels deliberate, thoughtful, intentional.

People know a brand experience is more expensive. They're eager to pay for it - because you've assured them you are the best.

Having a brand means having permission to charge what you're worth. A brand means demand, profits, and customer loyalty go up. The only thing going down is your name, in history.

**So it's time to ask yourself... do you want a business? Or do you want a brand?**

**Because anyone can start a business, but only the exceptional build brands.**





# Brand Principles

## How to BE REMARKABLE

### Take a stand.

It's perfectly natural to want to stick with what's familiar, to play it safe. But for a brand, playing it safe is dangerous. To stand out, be brave. Take a stand.

### Keep it simple.

Great brands are simple ones. If a brand strategy or campaign rationale is difficult to understand, it's probably wrong. The best brands are built on a simple concept.

### Embrace emotion.

The most powerful brands live at the intersection of clarity and wonder. By embracing emotion, they attract the right people and that drives business results.

### Great ideas tend to take time.

Developing breakthrough creative takes time and effort. There are no shortcuts. Take the time required to work it through. Then test. Test again. Get it right.

### Prototype early and often.

Brand strategies are essential and helpful. But the real test is creative articulation. The sooner a strategy can be prototyped creatively, the sooner it can be evaluated and refined.

### Stay open to inspiration.

Inspiration is an attitude – a willingness to entertain the illogical, to stretch beyond personal taste, to embrace what you may initially dismiss, to ask questions and stay curious.

# Brand Services



## Brand

### **TRANSFORM YOUR BUSINESS INTO A LUXURY BRAND**

Premium customers don't settle for average. They seek luxurious experiences, high end products and understand that luxury brands deliver both. In today's competitive marketplace, successful business owners know that a luxury brand strategy will attract the right customers and drive ROI.

Unfortunately, many try to drive luxury through creative execution before having a clear understanding of who they are, what they stand for, and what experience they must offer to cater to their ideal client.

That's why a brand strategy is critical. We'll work with you to define what your company stands for, the personality it must convey, and what the brand promises its customers. The deliverable is a luxury campaign strategy that will drive all future communications and client experiences.

#### **Talk to us when:**

- You're just starting out
- You've updated your services
- You can't define your value proposition
- Your brand experience isn't living up to your promise
- Your customers don't know what you stand for
- Your offerings are confusing or need to be updated after a big change

#### **We deliver:**

- Brand positioning
- Brand promise
- Brand voice
- Brand articulation
- Brand alignment strategy

# Brand Writing

**TELL A STORY NO  
ONE CAN RESIST**

Words matter. The right ones stimulate, connect and transform. Language brings your strategy to life — everywhere. To reach the people who matter, you need to uncover and articulate your unique story and tell it with conviction. We'll work with you to set the tone for your brand, lay the groundwork for getting your message across and create specific content that commands attention in all the right ways.

## **Talk to us when:**

- Your company's tone or message changes dramatically across touch points
- Your customers seem unclear about the services or benefits you provide
- Employees have difficulty articulating your story
- You're missing clear guidance for the people that develop your communications
- You're going through a big change and need to tell a new story

## **We deliver:**

- Taglines
- Authentic brand messaging
- Company and staff bios
- Promotional materials
- Sales kit
- Web writing

# Design

**REALIZE YOUR  
GRAND DESIGN**

Great design may be rooted in strategy, but it often comes alive with intuition. We blend logic with magic to create thoughtful, unforgettable brand identities, systems and experiences that flex and evolve with our clients' changing needs.

## **Talk to us when:**

- You haven't evolved your visual identity in awhile
- Your brand doesn't stand out
- Your visuals don't convey who you are and what you offer
- Your visual expression is inconsistent across businesses or geographies
- You're going through a merger, acquisition or spinoff and need to re-evaluate your visual identity

# Web

## STAKE YOUR CLAIM IN THE DIGITAL SPACE

### **We deliver:**

- Visual identity
- Logos
- Web design
- Photography
- Print: postcards, brochures, annual reports
- Newsletters
- Packaging

It starts with a compelling website that stands out from the competition. A user-friendly space that is informative, inviting and emotionally compelling.

As with any media, the key is user engagement – putting the user at the centre of an experience that is so entertaining, participatory and social they'll be compelled to pass it on to their friends.

As your audience races across screens, your company must adapt to their needs while considering how your brand behaves in every environment. We'll help you stay ahead of the game by developing original digital experiences that startle with the power of their simplicity.

### **Talk to us when:**

- You need a website
- A web refresh is in order
- You want a social media presence
- You want help understanding where to spend precious resources
- Your customers don't know where to find you
- You don't know where to start

### **We deliver:**

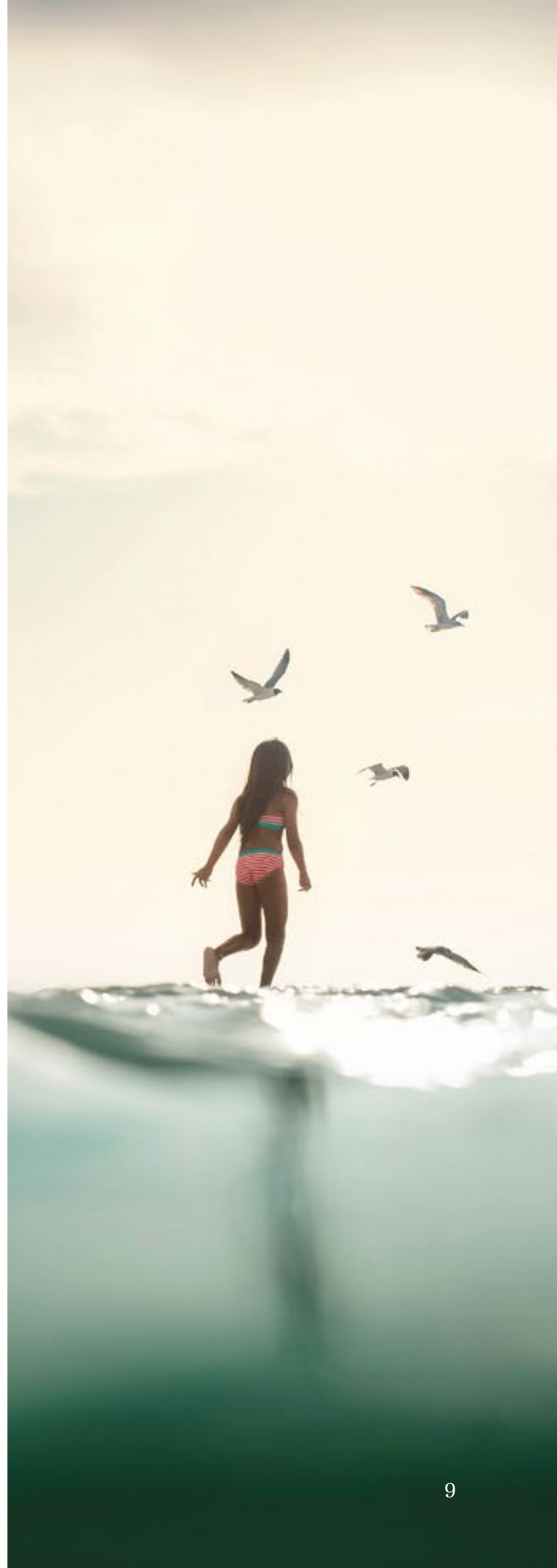
- Web design
- Web development
- Online strategies
- Social media training on multiple platforms
- Social media account management
- Digital advertising

# On Reputation

Reputation is a fundamental quality of every organization – what stakeholders, customers and shareholders believe about it, expect from it and say about it. It's also what inspires the organization internally.

While a brand is designed to generate desire and differentiation for your product or service, reputation is the full sum of your track record. You build brands in order to get the most return from them. You protect reputations in order to preserve credibility and trust. Brand is what you say and how you behave. Reputation is what others say about you. Both are important. Neither can survive or thrive on its own.

But many businesses hope their reputation will manage itself. At Blackcoffee, we passionately protect and build reputations ensuring they blend harmoniously with your brand.





# Reputation Principles

## How to BE READY

### Create trust.

With any given commodity, scarcity increases value and this applies just as much to trust as it does to gold. Given that trust is in short supply, today's leaders must nurture, cherish and preserve it.

### Act with integrity.

Do what's right, not what's easy. While it's stressful to admit a mistake, it's much harder to repair your reputation following a broken promise or cover up.

### Build relationships.

Listen to your stakeholders and communicate authentically – in person, online and through the media. You'll build customers and brand ambassadors.

### Commit.

Do what you say you will do.

### Stop the spin.

Spin is dead. There are no shortcuts. The only way to build an enduring reputation is to act and communicate authentically.

### Apologize when necessary.

When you've messed up, there's nothing wrong with admitting it and apologizing. Your clients will appreciate the honesty and will leave the door open for you to repair the relationship.

# Reputation Services

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## Public Relations

### **MAKING EMOTIONAL CONNECTIONS**

Most companies develop communications plans from their own point of view, focusing on presenting the features and benefits they believe differentiate their products and services.

Ours is a different starting point. We begin with the consumer and develop a campaign that speaks directly and powerfully to that target audience.

The result is work that inspires rather than pitches, tag lines that are rallying cries, and campaigns that use humour and emotion to cut through the clutter. It's about honouring the audience, sparking their imagination, and speaking to their deepest aspirations and unmet needs.

#### **Talk to us when:**

- You need to get the word out
- Your customers don't know where to find you
- You want to reach a target audience about an issue or event
- You want to understand how to better connect with the clients you have

#### **We deliver:**

- Communications plans
- Media training
- Media and blogger relations
- News release distribution
- Media kits
- Special events management and publicity

# Issues Management

## **WHEN PERCEPTION AND REALITY BATTLE, PERCEPTION WINS**

Setting the record straight is no easy task. We have the expertise to help you navigate threats to your business and your bottom line — from activist campaigns and industrial incidents to regulatory actions and character attacks.

We help contain the damage and protect your reputation and economic interests.

We communicate directly with all of your key constituents, letting them know what's going on and what you're doing to make it right. At the same time, we aggressively monitor and counter misinformation through traditional media channels and online, speaking your truth with authenticity and simplicity.

### **Talk to us when:**

- Your company's reputation is called into question
- There has been an incident or natural disaster that impacts operations
- You need to respond to an untruth
- Your company needs to pushback on public policy
- You aren't sure if your company is prepared to respond to a crisis

### **We deliver:**

- Issue strategy and management
- Media strategy
- Media training
- Press conference management
- News releases
- Stakeholder engagement
- Public meetings

# Strategic Writing

## **WORDS MATTER**

The best way to capture the attention of your audience is to use your words to create an experience the reader is compelled to remember and explore. We can help.

Speeches that inspire. Websites that sell. Bids that persuade. Letters that make angry customers happy.

# Digital

## BE A SOCIAL STAND OUT

### Talk to us when:

- You have something important to say
- When you haven't said anything for a long time
- You know you should say something – but what?
- When you want to turn the 'same-old same-old' into something remarkable
- When you need to say thank you and celebrate
- When you want to inspire and make a difference

### We deliver:

- Key messages
- Media scripts
- Speech writing
- Newsletters
- Blogs
- Video scripts
- News releases
- Annual reports and corporate publications
- Editorial and copy writing

The rise of social media adds a new dimension to the online communications experience. Now, campaigns are not just distributed, they are tweeted, posted and shared. It's word-of-mouth taken to the next level.

Digital isn't just a platform or an isolated strategy. It permeates every part of your brand expression and makes reputation management paramount.

Reputation management starts here. It's important for companies to be themselves and tell their truths. Trumpet successes and apologize for mistakes.

### Talk to us when:

- You need an online presence
- You want to know how to spend wisely
- You find yourself in a social media conflict
- You need a new website or a web refresh
- It's time for an online strategy

### We deliver:

- Online strategies
- Social media training for multiple platforms
- Social media account management
- Blog writing

A photograph of a white coffee cup on a saucer and a vase of purple flowers on a wooden table. The image is overlaid with a teal gradient.

# Let's make magic

Is it time to get to work and tell your story? To find out more about what we can do for you or to arrange a meeting, please get in touch to schedule a discovery call. Email us at [Hello@BlackcoffeeStudio.com](mailto:Hello@BlackcoffeeStudio.com).



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