

Business consultant & Branding Service

At 7SkySolution we understand your company's brand — the relationship it has with its customers — is one of the few things a company can own forever. The strongest, most enduring brands result from disciplined alignment of brand strategies and plans with customer requirements.

Our brand strategy consultants have deep expertise across the full range of branding services, from strategic positioning, brand architecture and equity extension, through brand naming, identity development, brand management and execution.



We combine proven techniques (qualitative and quantitative brand research) with case studies, deep expertise and proprietary tools & frameworks to help clients create distinctive brands and brand architectures.

7SkySolution Focuses On

Brand Positioning

Brand positioning defines the conceptual space the brand should play relative to competitors, and is fundamental to marketing, communication and messaging development.

Brand Architecture

Brand architecture is the logical, strategic and relational structure of all brands in the portfolio and is one of the best ways to obtain brand clarity and maximize ROI.

Brand Extension

Brand extension involves stretching the brand into new categories to drive growth. When successful, brand extension improves brand equity while lowering

Business development cost.

Brand Naming

A strong brand name helps your company or product stand out in today's cluttered media environment. The strongest brand names will result from a blend of strategy and creativity.

Brand Identity

Brand identity development involves bringing the brand to life and then delivering the brand experience at all touchpoints.

Brand Research

Brand research provides the foundation for improving brand image. We employ brand equity, brand loyalty and brand tracking tools in building strong brands.

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To ensure you gain full market access, your goods must comply with the requirements of your target market. Identifying and meeting those requirements is a complex challenge. Our consultancy services can help you understand and meet market demands anywhere in the world, whatever your industry.

How can 7SkySolution help as your Brand Consultant?

Everything you're doing online should be cohesively coordinated and integrated. That's why you need one overarching brand strategy and support of brand development consultants to keep you moving in the right direction at all times. Every message you send, every piece of content, every advertisement or campaign, every social media post, these are all individual components to what you're doing, and when coordinated to be small pieces of the same puzzle, the result is a sum greater than its whole.

As your brand management company, we'll ensure that everything you're doing creates real synergy and that you always have an Impact. Each message should have a purpose and be working to help you achieve your brand goals. Everything you do should be relatable to your brand, and should help you push in the right direction. The last thing you want as a business is to be fighting against yourself via mismatched or untargeted messages.

Much of this has to do with determining what your business is all about, and what you're doing for your customers. When you understand not simply what your product does, but the problem it solves for your customers, or the need it fulfills, you can tailor your marketing messages in an entirely new and more effective, meaningful way.

You need to understand who your target audience actually is, and how you're helping them. You need to understand your competition, who they are and how you're different from them. And you also need to explore who you are as a business and how your brand can convey all of that successfully.

That's what we'll help you accomplish with our strategic brand management, and that applies to everything you do as a business. You'll improve results across the board, as you reach the right people with the right messages.

Tell us about your brand/business

(Add a form or button that goes on form or discussion box)

Make 7SkySoltuion Your Partner Today!

