

MERLEY DESIGN

Creative strategies for vibrant businesses



Capabilities

BRANDING | GRAPHIC DESIGN | DIGITAL & INTERACTIVE
SOCIAL & DIGITAL MARKETING | VIDEO & MEDIA PRODUCTION

THE WHO AND THE WHAT

Merley Design delivers comprehensive creative services to emerging brands and companies at pivotal growth phases. To do this we keep a lean shop with a wide network, using our size and agility to our clients' advantage.

THE WHY AND THE HOW

Rolling out a brand is one of the steepest challenges a business can face. With dozens of moving parts and no one formula for success, it can drain critical energies required for early growth. But it doesn't have to.

Through soup-to-nuts capabilities across print, digital, code, content, and strategy, we help conquer these challenges—online, offline, and wherever your customers are.

Whatever the project scope, we'll work with you to codify your goals, establish the best tools for the job, and deliver a seamless execution. This boots-on-the-ground commitment has modeled the capabilities of our studio, guiding our services to meet your needs—deftly, economically, and authentically.

Branding

Your brand isn't just your logo, or a bunch of stuff with your logo on it. It's a whole story.

A story about what you do, why it's great, and—most importantly—why your customers should fall in love with it. We specialize telling great brand stories.

Our strategy is to listen, research, and build. We find the key markers of your brand—the parts that differentiate, resonate, and pop—and build your story around them.

At the end of this process, you'll have a toolkit that keeps the soul of your company in crisp focus and central to everything the business does.

Brand Strategy & Architecture

Values, Vision, and Voice

Naming & Tag Line

Visual Identity

**Stationery, Packaging,
and Branded Assets**

Engagement & Activation

Brand Guidelines / Style Guide

Graphic Design

For us, design is not just about beauty, trend, or cosmetic allure. Design is communication.

Just as you and I want to understand each other, so goes the dialogue between consumers and brands. Design is its universal language.

It's our studio's first love, our guiding muse, and the medium through which we express a business' soul. The way a brand employs design informs how consumers get to know it and invite it into their lives. We view every visual expression of a brand as an opportunity to deepen that connection and forge the understanding a human marketplace desires.

Packaging

Stationery

Sales & Marketing Collateral

Decks & Presentations

Signage & Wayfinding

Promotional Goods

Editorial Design

Book & Album Design

Poster Design

Digital & Interactive

Think of a website or app as a place—users are navigating around in it, going through doorways, making themselves at home. But they can also get lost, feel trapped, or hate the décor.

We strive to architect interactive spaces that are as masterfully built as they are a joy to navigate. Which is to say, places people want to be.

Whether an informational "brochure" site or enterprise web app, all projects are created to deliver engaging experiences any time, anywhere, on any screen. Your website is where your brand lives online. We make it a place your customers want to come home to, too.

Web Design & Development

User Experience,
Auditing, and Strategy

User Testing

E-commerce

Copy Writing &
Content Creation

Mobile App Design

Digital Strategy

Social & Digital Marketing

Successful marketing should render more than just rankings or impressions; it should spark dialogue, build trust, and deliver authentic value to an audience.

We create a customized, integrated toolkit for each client to meet consumers where they are, engage them on what they care about, and forge connections where their passions and your brand overlap.

With a focus on value-driven content, we outfit each engagement with unique monitoring, testing, and optimization protocols. Key insights captured in real time drive each client's adaptive strategy, facilitating exponential momentum and results.

Content Strategy & Creation

Email Marketing

Landing Pages

Social Media Management

SEO & SEM

Digital & Mobile Advertising

Affiliate Marketing

Lead Generation & Nurturing

Analytics & Reporting

Custom KPI Dashboards

Video & Media Production

Video offers a uniquely sexy, share-y, and sticky medium that packs a powerful punch of storytelling into as little as a few seconds of your viewer's time.

With the power to boost SEO, deepen engagement, capture data, increase click-throughs, and drive conversions, video is an essential pillar of any marketing strategy.

Equally important is its potential as the shortest path to a consumer's heart. There is no more potent way to tell brand narrative than with the power of real human experience. Video and motion graphics offer a means to capture that potency where even the smallest portion can still touch the soul.

**Broadcast & Corporate
Film Production**

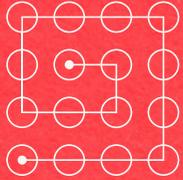
Social Media Video

Pre- & Post-Production

Animation & Motion Graphics

3D Animation & Visual Effects

**Marketing & Analytics
Integration**



How We Work

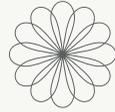
LISTEN | LEARN | EXECUTE | RESPOND

In a nutshell, how we work is however you need us to work—on-call, on retainer, or on a one-time basis. No two clients or engagements are the same, but every interaction is guided by these principal strengths:

- **Strategy-minded understanding of your sales and operational goals**
- **Meaningful engagement with your team and process**
- **The ability to pivot and maneuver with you, so we can respond rapidly to broader client needs as well as campaign results**
- **Execution of integrated, cohesive deliverables based on research, data, and dialogue**

Because we specialize in high-touch service for fast-moving companies, we configure each engagement based on the scope of your goals. We can scale as necessary to meet your needs, go deep like an extension of your team, or execute on a per-project basis so you can move on to the next big thing.

However we work together, you can expect big agency talent at small agency cost with in-house dedication.



Types of Engagements

Designed for flexibility, adaptability, and fairness.

HOURLY

Ongoing work of any type, executed on an hourly basis and billed monthly. Rate subject to service(s) engaged.

DAILY

Ongoing work of any type, booked by the day and billed monthly. Rate subject to type of service(s) engaged.

FIXED FEE

"One-off" project with a clearly defined scope, process, and budget, agreed upon by both parties based on a detailed project proposal. Rate subject to type of service(s) engaged.

RETAINER

Rolling engagement that includes any number of services, recurring or on-demand, based on a deliverables outline agreed upon by both parties. Includes guaranteed minimum and maximum hours; rate subject to scope of work and type of service(s) engaged.



Core Process

Each project is unique, but these touchstones guide our way.

1 / KICKOFF

Dynamic, hands-on meeting(s) with the client to get to know the project, key players, and vision, and to set expectations, goals, and roles.

2 / RESEARCH & DISCOVERY

We go deep—to understand your marketplace, competitors, customers, and industry best practices. This forms the basis of our execution plans.

3 / EXECUTION

Rubber meets road. This phase may include design, coding, shooting, posting, wireframing, brand development...basically anything we make gets made here. This phase may be further divided into sub-processes.

4 / REVIEW & REVISION

We work closely with the client to collect their feedback, incorporate their input, and ensure everything we create is to their total satisfaction. We never stop listening because there's always something important to hear.

5 / DELIVERY

All relevant assets delivered to the client for safekeeping and future use.

LET'S GET TO WORK

To talk about how we can build, boost,
or bolster your brand, give a shout to
hello@merleydesign.com or 212 300 4147.