

A close-up portrait of a man's face, looking directly at the camera. The lighting is dramatic, with a strong red glow on the left side of his face and a teal glow on the right. The background is dark. The word 'MANIFESTO' is written across the center of his face in a white, sans-serif font. The letter 'A' is highlighted in red, while the other letters are white. The text is contained within a thin white rectangular border.

M A N I F E S T O

making brands young again

THIS IS NOT ABOUT OUR AGENCY



THIS IS ABOUT

A S Y S T E M O F B E L I E F S

THAT DEFINE WHO WE WORK WITH,
AND WHO WE ARE.

The well-traveled, the searching, the voiceless.

T H E B R A N D

once powerful in all its glory – now seeking a new

D E F I N I T I O N

that stirs emotion, with a vision that's clear and voice that's strong.

T O B E H E A R D – T O B E F E L T

to walk tall and proud, again. This is a brand that refuses to die.

T H I S I S W H O W E W O R K W I T H

WE VIEW PAST SUCCESS



A S T H E E N E M Y

W E B E L I E V E

In restoring brand value.

Sweating the details.

Customers want to feel connected. To you. To each other.

In raising a hand when no one else will.

That dreamers must also be doers.

Technology has its place. Small data is where the value is.

Positive attitudes should come equipped with hard working souls.

Tomorrow is already here.

A BRAND IS CONSIDERED MATURE



**W H E N C O N S U M E R S
B E G I N T O N E G L E C T I T**

BRAND RESTORATION PROCESS

POSITION

OFFER

AUDIENCE

MESSAGE

DELIVERY

POSITION

A woman is shown from the waist down, wearing a light blue denim vest over a dark top and denim shorts with a fringe skirt. She is holding a skateboard with purple wheels. The background is a soft, hazy sunset or sunrise over a landscape.

Your bedrock.

The foundation on which you build everything. It should be unshakable and come from the very soul of your brand. When you find it, claim it.

That's your stake in the ground.

OFFER

Your promise.

What makes you valuable.

Look beyond products, beyond features.

Find the real benefit of doing business

with your company. This is how you

begin to build sustainable loyalty.



AUDIENCE

*Your ambassadors.
Surprise them. Delight them.
Not because you have to.
Because you want to.
Find your best customers
and create moments they talk about.
Others will follow.*



A man with a beard and sunglasses is smiling, and a woman with glasses is smiling behind him. They are outdoors, and the scene is bathed in warm, golden light, suggesting a sunset or sunrise. The man is wearing a dark sweater, and the woman is wearing a dark, textured sweater. The background is slightly blurred, showing what appears to be a building or structure.

MESSAGE

Your voice.

Make it authentic. Compelling.

*Tell your story in a fresh way
that makes your audience smile.*

Make them lean in.

*Talk with them to build
brand trust that is measurable.*

A man with short brown hair, wearing a black quilted leather jacket, is performing on stage at night. He is leaning forward, holding a microphone with both hands, and appears to be singing or speaking. The background is dark with some blurred lights, suggesting an outdoor or semi-outdoor stage setting.

DELIVERY

Your presence.

Go to market with passion. With swagger.

With confidence. Be seen and be heard.

Mature brands need the confidence to stand up and stand out, again. Getting back to your roots is cool. Doing so with newfound gusto is electrifying.

NEVER

STOP THINKING



L I K E A

S T A R T - U P

OUR SERVICES

We are an inventive agency with full-service experience. Specifically, we focus on repositioning mature brands. We are passionate about restoring value and strength to once powerful brands. Headstrong about smart creative that connects, no matter the channel... traditional, digital or experiential.

BRAND STRATEGY



- Positioning
- Research
- Brand Audit
- Brand Architecture
- Persona Development
- Messaging Pillars
- Brand Vision
- Stakeholder Communications

BRAND ACTIVATION



- Identity
- Content Development
- Advertising
- Collateral
- Direct Marketing
- Experiential
- Video Production
- Point-of-Purchase

DIGITAL EXPERIENCES



- Digital Ecosystems
- SEO / SEM
- Analytics Reporting
- Email Marketing
- Social Media Strategy
- Mobile App Development
- UI / UX
- Gaming / VR Development

EVENT MARKETING



- Event Strategy
- Brand / Theme Creation
- Marketing Campaigns
- Virtual Conferences
- Signage Planning & Design
- Experiential Environments
- Interactive Displays
- Onsite Project Management

BRAND EXPERIENCE



SOME BRANDS HAVE THE
P O T E N T I A L
TO BE RESILIENT, TO CONTINUE THEIR STORY,
T O A C H I E V E M O R E .
THIS IS WHAT DRIVES US.

IF YOU
ARE NOT FULLY COMMITTED
TO GROWING



W E A R E T H E
W R O N G A G E N C Y



WILSONREBRANDING.COM

We make old brands young again.

We help leading brands stay that way.

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