

Our business proposal **BRAND STRATEGY**

We position your **brand** to **attract** & **retain** your customers. **No more chase.**



KEY FIGURES



1

77% of **consumers** purchase because of the brand name*

2

Consistent brand presentation accross all platforms has been seen to **increase revenue** by up to **23%** **

3

Your customers are willing to pay **up to 16 % more** for your products and services for an **exceptional customer experience*****

* Forbes 2021 **Lucidpress (state of brand consistency report)

*** PriceWaterHouseCoopers

Why do you need a **BRAND STRATEGY?**

There are only 2 ways to get paying clients :

1. Reach out to them
2. Get them to reach out to you

WITHOUT Brand Strategy

Most businesses fall into the first category. Even if you are very good at what you do, your prospects are NOT CONFIDENT you can solve their problems. They even have no idea who you are, or what you can do for them. Your brand authority is WEAK. As a result, you are wasting thousands of dollars on marketing just to convert even a single lead into a customer while constantly worrying about where the next client will come from. In addition, you are certainly struggling to communicate the REAL VALUE of your offer. What goes on my website? How do I stand out? Best case scenario: you get clients through referrals.

WITH Brand Strategy

Now imagine your brand is recognized as an Authority Figure in the airline industry. Sales happens. It doesn't feel like selling at all. Customers contact you daily and the only issue you have is your ability to answer ALL THAT DEMAND. You're in a position of POWER. You become the First Choice

That's what a **Brand Strategy** is all about: **clarity and readability to capture your target's attention, convert them into customers and build loyalty.**

"How to get to that stage?"

This is where **DIGAL Consulting** jump in : Make You belong to the second category of Brands.



You are

A FOUNDER, A CEO

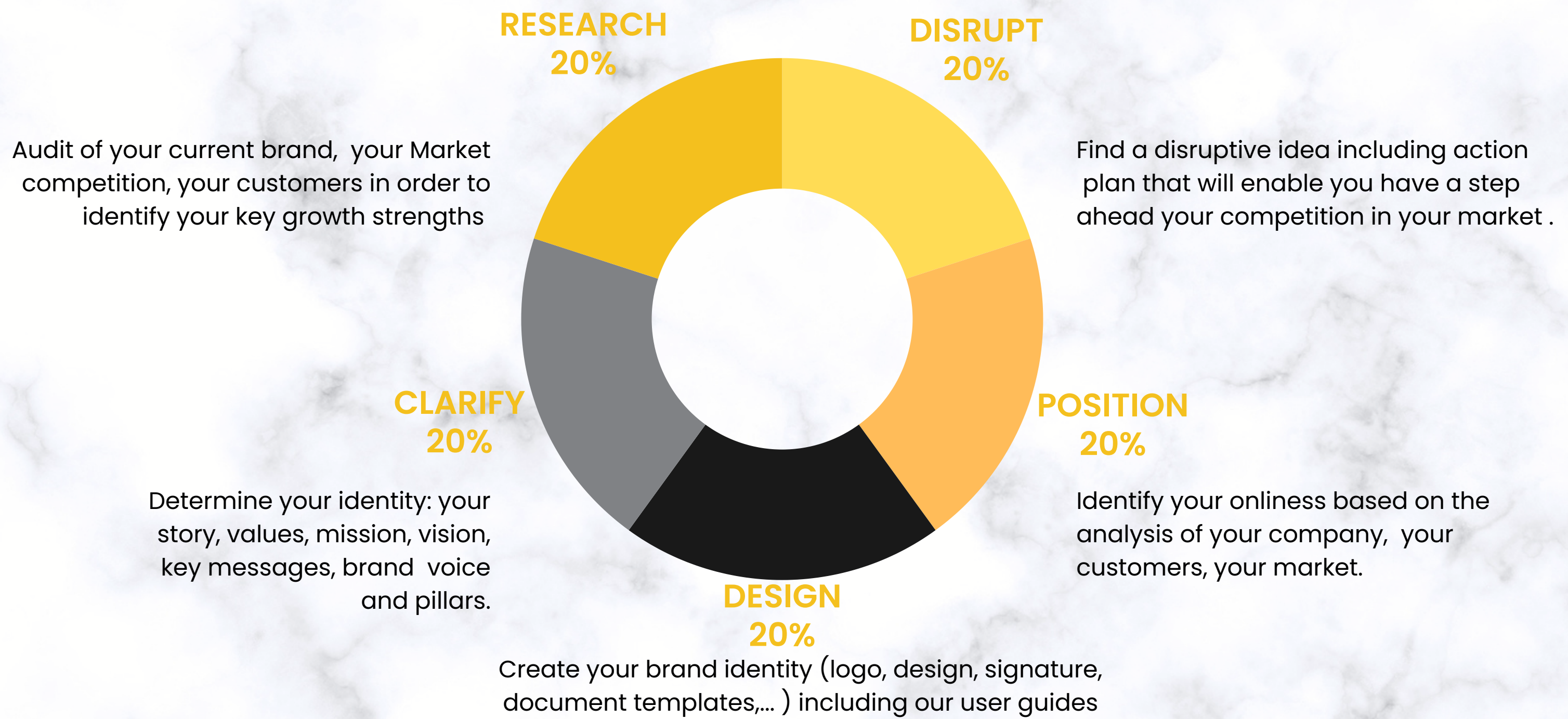
You want to:

- Be part of the TOP brands of your industry ?
- Clarify your communication messages and convert more easily your leads (website, ads, marketing campaigns, social media) ?
- Launch new products or services in a competitive market ?
- Make your offer more Premium ?
- Increase your price ?
- Upgrade your brand reputation ?



Our Offer

BRAND STRATEGY



Our Process

BRAND STRATEGY

1. RESEARCH

We explore your business and competition to develop and aim for a big, moving target – your brand direction

DELIVERABLES

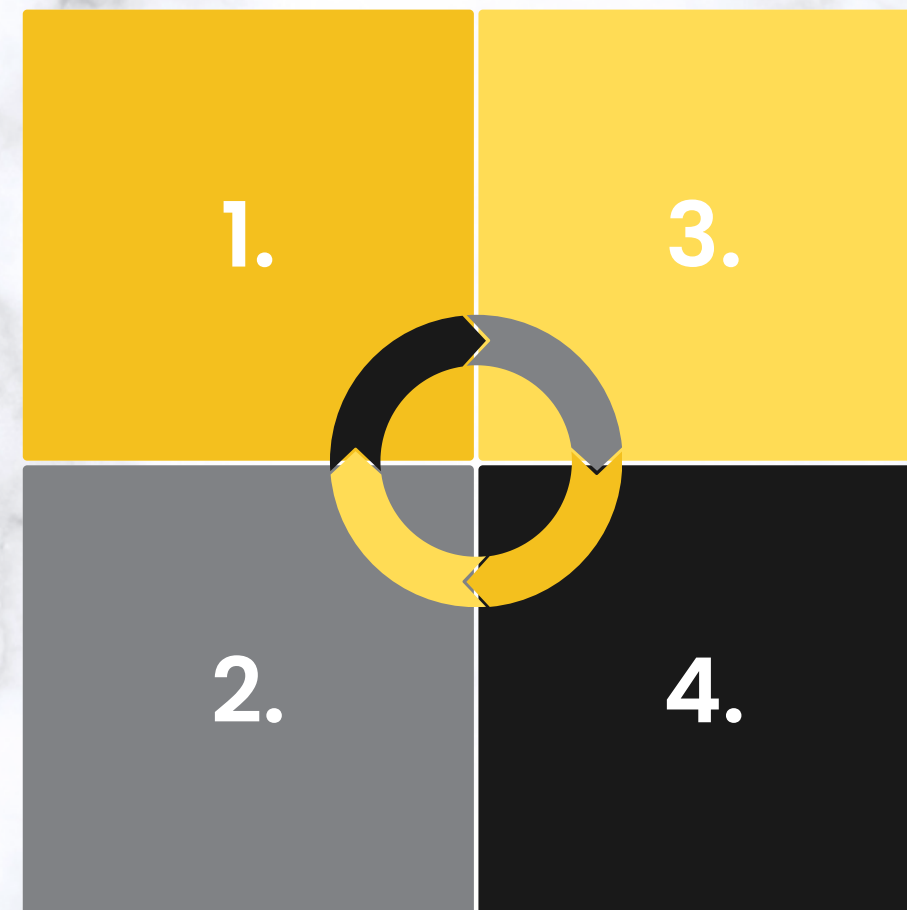
- Competitive Analysis
- Identification of your niche for major growth

2. CLIENTS

We workshop and interview your ideal customers—who they are, what they want, how they want it, and why.

DELIVERABLES

- Customer Segmentation
- Interviews Transcripts
- Ideal Clients Persona



3. POSITIONING

We define the position you'll hold in the market and build your identity and messaging around it.

DELIVERABLES

- Positioning Statement
- Brand Identity
- Brand Pillars

4. DISRUPTIVE IDEA

We uncover one unique idea that can disrupt your industry and give you a leg up on the competition

DELIVERABLE

- Disruptive Idea including action plan

Our **BRAND** Packages

Ideal for airlines needing a quick go-to-market strategy to launch new product or service.

POSITIONING

- Competitive Analysis
- Differentiation
- Positioning Statement
- High-Level Messaging
- Disruptive Idea

Typically takes 6-9 weeks

Ideal for airlines looking to solve a specific growth challenge.

BRAND STRATEGY

- Purpose & Values
- Customer Personas
- Positioning
- Brand Persona
- Tone of Voice & Core Messaging
- Story Framework
- Experience Pillars

Typically takes 10-12 weeks

Ideal for airlines needing a brand strategy and new design.

ALL INCLUSIVE

Everything included in **Brand Positioning or Strategy**, plus...

- Logo Design
- Visual Identity Design
- Brand Guidelines

Typically takes 12 à 14 weeks

Our Expertise

We are Brand Strategists.

*Brand Strategy include Marketing,
Branding & Customer Experience*

Marketing

is what leads someone choose your airline among several choices for their travel

Branding

is the reason they buy a ticket to travel with you and become your customer

Customer Experience

is the reason they come back for more trips and stay loyal



Our Mission

Become your customers' First Choice.



Attract
your customers



Know
your customers



Engage
your customers



Retain
your customers

A. Our **Engagement**

Find solutions that preserve your interests, our priority

B. Our **Values**

Passion, simplicity, attention to details and results driven to build an enduring relationship of trust

C. Our **Peace-of-mind contract**

A unique contract that includes all of our support

D. A **turnkey service** based on your needs

Our service is tailored to your needs. It is an investment for your organisation to reach its objectives

Our Key Figures

17% Increase in revenues

+18 Years we have been dealing
with customer issues

33+ Happy clients

40% Increase in inbound leads

Our References



What our **Clients** are saying



Merci Fatou pour tout le travail accompli qui nous a permis d'améliorer la satisfaction de nos clients et d'en capter de nouveaux.

Valerie H. CEO Tannel Conseils



Exceptional branding expertise! I had the pleasure of working with Fatou on various initiatives, and her insights and strategic approach to branding were invaluable

Yves A. Founder & CEO Yka Conseils



Digal Consulting helped us in our strategy to open a new brand in Sénégal.

Steve K. CEO PFO Africa



Thanks to Digal Consulting, I was able to refine my strategy and boost my sales.

Brigitte K. Co-founder & CEO AKKO



We are present in **EUROPE & AFRICA**

Our head office is based in Paris.
We have an office in Dakar.

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Our founder

FATOU GUEYE

Fatou is an Entrepreneurial Senior Manager with more than 18 years of experience in Business Strategy, Brand Strategy and Digital Transformation.

She worked for Air France for nearly 14 years. She managed the brand strategy team dedicated to 90% of the airline Long Haul customers. With her team, she spearheaded the growth of the most profitable long-haul product of Air France, improving its international ranking from 16th to 9th, growing revenues and profitability in a highly competitive market.

Her passion for solving customer issues led her found DIGAL Consulting. Her vision? Change Africa Brand. Her goal? Help African businesses including airlines become their customers 'First choice. No more chase.

Fatou is an engineer from ENAC, the French National School of Civil Aviation and she holds 2 masters, from ENSEEIHT in Telecommunications and from CENTRALESUPELEC in Project Management. She recently graduated from the Global Executive MBA of INSEAD in 2021 being the sole holder of the GEMBA Alumni scholarship for Women. She is fluent in French, English and Wolof.





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THANK YOU



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