



K
KUDZU
BRANDS

EASY BRANDING
& MARKETING SUPPORT
FOR GROWING BUSINESSES
AND ORGANIZATIONS.

- 
- ✎ Logo Design
 - ✎ Easy Brand Development
 - ✎ Supportive Brand Management
 - ✎ Commercial Printing
 - ✎ Strategy & Planning

*Ready to be seen?
Let Kudzu take over!*

OUR MISSION

To provide growing businesses the tools and support they need to become memorable, profitable, and sustainable brands.



COMPANY OVERVIEW

FEATURED KUDZU
CLIENTS: *(Top to bottom)*
Town Hardware
ID.ology Interior Design
The Brewery Experience
Haven Healing Center
Meghan O'Malley, PLLC

The background of the entire page is a close-up photograph of a vibrant green leaf, covered in numerous clear water droplets. On the right side of the image, several white silhouettes of leaves are scattered, some overlapping the leaf and others appearing to float. A semi-transparent white rectangular box is positioned on the left side of the image, containing the main text.

WHERE ARE
YOU GROWING?
LET US
GET YOU THERE.

THE BEST BRANDING AGENCY FOR GROWING BUSINESSES

Full Coverage Brand & Marketing Services

Kudzu Brands is a full-service branding and marketing agency located in downtown Black Mountain, just outside of Asheville, NC.

We provide growing businesses and organizations, *of any size*, the tools and support they need to become memorable, profitable, sustainable brands.

Put Down Roots with Great Branding

Branding isn't just about a pretty logo. It's knowing what you represent. It's delivering on your promise. It's defining what you *really* sell. It's the force behind your success. Your brand can be the most valuable asset your business has. When your brand is properly planted and well cultivated, the sky is the limit for how far you can grow!

Support Sized Just Right

All of our services are customized and sized just right for the budget, goals and needs of growing businesses.

We offer a proprietary brand development process that is easy and scalable for businesses and organizations anywhere on the growth curve. You can also work with us on a special design, website or print project or as your full-time brand management partner. Let's grow!

Sincerely,

The Kudzu Team



*"Our sales
have gone up
25% since
Kudzu has been
managing
our brand."*

NATHANIEL RULAND
GRACE JEWELERS

WE GROW BRANDS

OUR SERVICES

BRAND DEVELOPMENT

Logo Design
Brand Development
- Available in 4 levels -
Strategy & Consulting

BRAND MANIFESTATION

Graphic Design
Custom Designed Websites
Brand Photography

BRAND MANAGEMENT

Growth Plans
Media Planning
Project Management
Website Maintenance
SEO/Social Media
Staff Training
Public Relations
Content Development

COMMERCIAL PRINTING

Digital Printing
Banners and POP Displays
Sign Shop
Vehicle Graphics
Promotional & Apparel

THE KUDZU METHOD

Our Brand Development Process

GROW

Let Kudzu take over. Work with Kudzu on projects to grow your brand in the market. Ask about our annual brand management, which includes media placement.

CULTIVATE

Get noticed! We create beautiful collateral like brochures, ads and signs that artfully communicate your unique brand position and meet your brand strategy goals.

PLANT

Using the findings of your discovery, we develop a strategy, language and brand aesthetic that becomes the roots of your sustainable brand.

DIG

Through our proprietary discovery process, we uncover your competitive advantage, target audience and exactly what makes your business unique.





SERVICES OVERVIEW

FEATURED KUDZU
CLIENTS: *(Top to bottom)*
Adlib Clothing
Biltmore Restorative
Medicine
Regina McNamee
Marthaler Jewelry
Organized with Grace

FULL SERVICE BRANDING PACKAGES

Our brand development process is easy, effective and delivers consistent results. Combine a branding package with our SEO or custom website package to **save 5% off all services**.

SPECIAL NOTES | Branding packages are payable in up to **3 installments** for a **5% per payment service fee**. Add website or Growth Plan and **save 5% on the combined packages**. A comprehensive marketing analysis, and expanded design services are available for an additional fee. See our A La Carte pricing on page 23 for more details.

 <p>Seeds™ The perfect starter kit for the smaller business. \$4,000</p>	<p>2 Hour Discovery + Logo Design Business Card Design Social Media Set</p>	<p>Brand Style Guide Photography (1 hr) Brand Asset Library Additional Brand Strategy (2 hrs)</p>	<p>Strategy + Language About Us · Mission · Vision USP · Differentiator · Tagline Personality/Tone · Target Audience Key Marketing Messages</p>	<p>Collateral Choose Two Pieces: Exterior Sign Plan · Rack Card Print Ad Set · Product Tag or Label <i>Or other of equal value</i></p>
 <p>Sprouts™ A more comprehensive brand development process. \$7,500</p>	<p>2 Hour Discovery + Staff Interviews Logo Design Business Card Design Social Media Set</p>	<p>Brand Style Guide Photography (2 hrs) Brand Asset Library Additional Brand Strategy (4 hrs)</p>	<p>Strategy + Language About Us · Mission · Vision USP · Differentiator · Tagline Personality/Tone · Target Audience Key Marketing Messages</p>	<p>Collateral Choose Four Pieces: Exterior Sign Plan · Print Ad · Brochure Product Tag or Label · Trade Show Kit Rack Card · Sales Presentation <i>Or other of equal value</i></p>
 <p>Full Coverage™ Our most extensive brand development process. \$15,000</p>	<p>2 Hour Discovery + Staff + Client Interviews Logo Design Business Card Design Corporate Stationary Social Media Set</p>	<p>Brand Style Guide Photography (4 hrs) Brand Asset Library Additional Brand Strategy (8 hrs) – or – Growth Plan*</p>	<p>Strategy + Language About Us · Mission · Vision USP · Differentiator · Tagline Personality/Tone · Target Audience Key Marketing Messages Focus Group</p>	<p>Collateral Choose Six Pieces: Exterior Sign Plan · Print Ad · Brochure Product Tag or Label · Trade Show Kit Rack Card · Sales Presentation <i>Or other up to equal value</i></p>

Brand Design Package \$999

For those who already have a clear idea of their vision and where they are growing.

Includes Discovery + logo design + business card. **Includes printing 250 economy business cards**

Additional collateral can be added at A La Carte rates.

All brand clients receive 15% off printing for life. All brand packages include basic collateral printing.

**Growth Plan includes media mix, budget, content calendar and competitive analysis.*

WHICH SERVICE IS RIGHT FOR ME?

Working with Kudzu Brands is one of the easiest and most cost-effective ways to grow your brand in the market. Our supportive process and full suite of services provide many ways to help your business grow.

Brand Development Packages

Are you a new business that needs a logo? Or are you an established business that needs a brand refresh? Our brand development packages are available in 4-levels and provide everything you need to creatively tell your story and spread the word, including strategy, design and printing!

Brand Management Retainers

Does your business need support with multiple projects? Would you like a team of experts working full-time to cultivate your brand in the market? A one time or monthly brand management retainer is perfect for you!

A La Carte Services

We also offer a complete suite of A La Carte services. (See page 23 for pricing details)

PACKAGES VS. RETAINERS

Is a Kudzu Brand Development Package or Management Retainer right for you?

Brand Development Packages	Brand Management
Fixed hours	Fluid hours, can always add more, if needed
Reduced hourly rate	Hours at a higher hourly rate but, with concierge level service
Fixed time line	Fluid time line
Predictable milestone paths	Fluid milestone path
Predictable deliverables	Fluid deliverables
15% off printing for life	15% off printing for life



"Sales are up 30% with appointments booked 2 months out due to high market awareness."

DR. GEORGE IBRAHIM
BILTMORE RESTORATIVE
MEDICINE

BRAND MANAGEMENT SERVICES

Investing in Brand Management will help you grow a thriving brand! From traditional advertising placements to social media management, Kudzu Brands will create unique and effective campaigns that make an impact in your target market.

Hours can be used to support your brand with:
Design · Project Management · Social Media · PR · Copywriting · Strategy



Seeds™

MONTHLY SUPPORT FOR SMALLER BUSINESSES

Small businesses deserve "big-time" marketing too...that's why we put our favorite and most useful services together in these affordable monthly subscription packages.

PACKAGE A:

Optimal posting for 1 social outlet
30-minutes of strategy/consult
Directory listings for SEO
2 hrs of additional support can be accrued

\$550 / MONTH
ANNUAL AGREEMENT

PACKAGE B:

Optimal posting for 2 social outlets
1 custom blog post
45-minutes of strategy/consult
Directory listings for SEO
4 hrs of additional support can be accrued

\$750 / MONTH
ANNUAL AGREEMENT

PACKAGE C:

Optimal posting for 3 social outlets
1 custom blog post per month
1 hour of strategy/consult per month
Directory listings for SEO
6 hrs of additional support can be accrued

\$1,000 / MONTH
ANNUAL AGREEMENT



Sprouts™

ONE TIME OR PROJECT BASED SUPPORT

Our Sprouts Brand Management packages provide blocks of hours that can be utilized for any marketing need and can be refilled when you run out.

PACKAGE A:

One-time commitment
Ideal for projects
0-49 hour block

\$110 / HOUR

PACKAGE B:

One-time commitment
Ideal for projects
50-99 hour block

\$105 / HOUR

PACKAGE C:

One-time commitment
Ideal for projects
100+ hour block

\$100 / HOUR



Full Coverage™

ANNUAL RETAINERS FOR LARGER BUSINESSES WITH MORE NEEDS

For businesses who know they will continually need marketing support and want our most extensive brand management service, invest in our Full Coverage Brand Management Packages.

PACKAGE A:

Recurring monthly support
0-49 hour block

\$105 / HOUR
ANNUAL AGREEMENT

PACKAGE B:

Recurring monthly support
50-99 hour block

\$100 / HOUR
ANNUAL AGREEMENT

PACKAGE C:

Recurring monthly support
100+ hour block

\$95 / HOUR
ANNUAL AGREEMENT

CUSTOM WEBSITE PACKAGES

Clients love our comprehensive custom website packages. Whether just starting out or looking for a refreshed online presence, our packages provide beauty and functionality. Our expertise as brand strategists means you will have a site that is not only beautiful but also meets your business goals and maintains the integrity of your brand. Just like our brands, our websites are hand-crafted and personalized to your business' individual needs.

SPECIAL NOTES | Website packages are payable in up to **3 installments for a 5% per payment service fee.**

You will need an existing brand aesthetic to design your website. Logo and brand design is available for an additional fee, **see Brand Design Packages on pg. 14** for more details. All websites include a mini branding session.

For clients needing in-depth development, we strongly encourage investing in our brand development process and **saving 5% on the combined packages.** Pages beyond the package limit are **\$250 per page.**

Extra features and fully customized website development are available at A La Carte pricing.



Seeds™

Ideal for small businesses or those just starting out.

\$3,000

FOUNDATION:

Branded custom designed website (1 option)
Up to 6 pages (inc. portfolio page)
30 minutes post launch training
SEO basics

ENGAGEMENT:

Contact form
Blog ready format
Social media platform integration

INTEGRATIONS:

2 Third-Party Plugins or Software

PACKAGE FEATURES:

Branded Photography



Sprouts™

Specifically for the business that needs a great website and a strong team to guide the process.

\$5,500

FOUNDATION:

Branded custom designed website (2 options)
Up to 15 pages (incl. portfolio page)
30 minute post launch training
SEO Essentials · Keyword Optimized Copywriting
1 Intro Blog
1 Year of Hosting

ENGAGEMENT:

Custom Contact Form
Blog Ready Framework
Social Media Set-Up and Integration
Dedicated Project Manager
Strategy to Use Website
Newsletter Sign-up

INTEGRATIONS:

4 Third-Party Plugins or Software
Image and Video Galleries
Embedded Google Maps

PACKAGE FEATURES:

Branded Photography · Custom Icons
Branded Documents



Custom

For businesses who require custom plugins, additional pages and a more extensive website user experience, Kudzu can provide a custom quote with specific deliverables in mind.

Custom Pricing

FOUNDATION:

Branded custom designed website (3 options)
Unlimited pages
30 minute post launch training
SEO Essentials · Keyword Optimized Copywriting
1 Intro Blog
1 Year of Hosting

ENGAGEMENT:

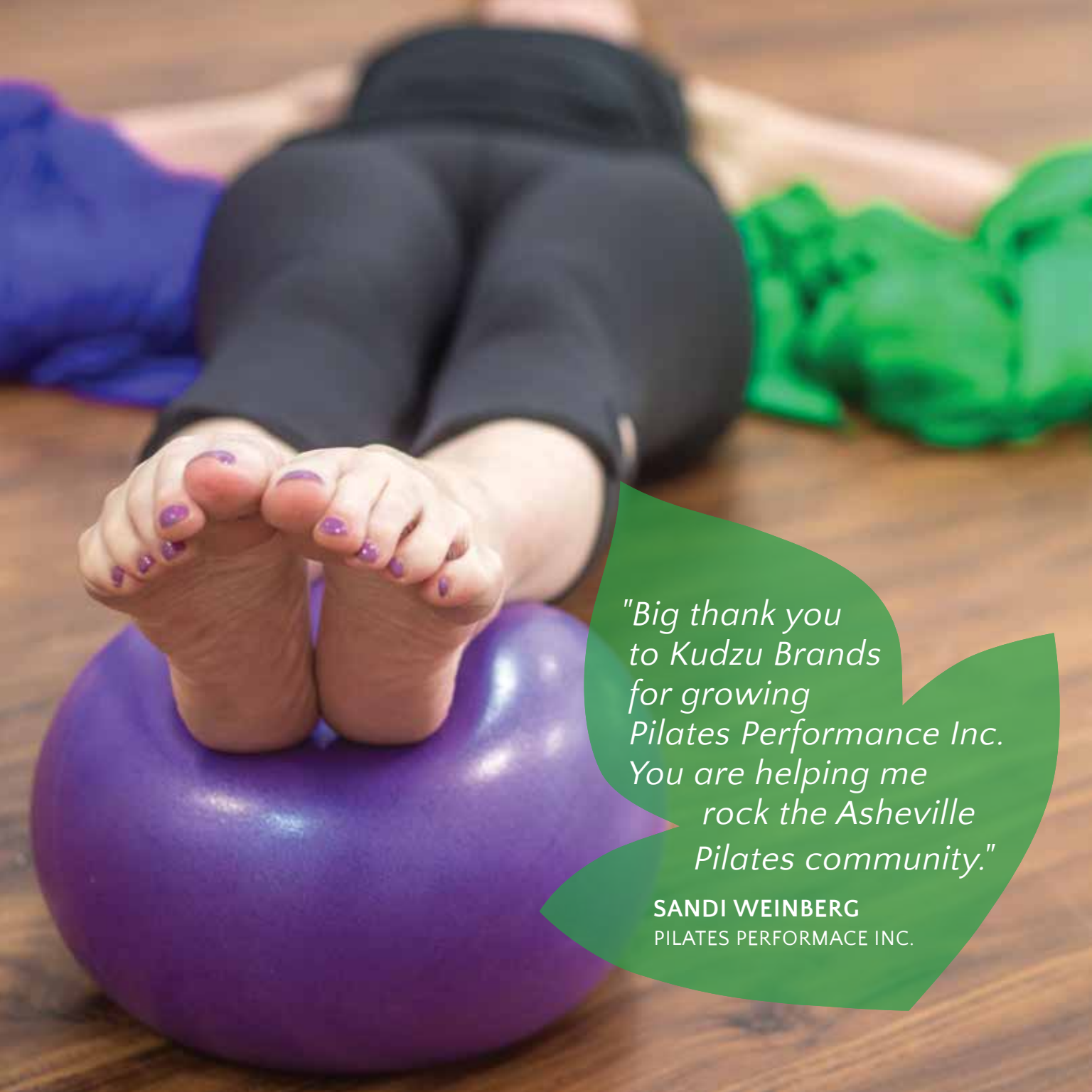
Custom Contact Form
Blog Ready Framework
Social Media Set-Up and Integration
Newsletter Sign-up
and much, much more.

INTEGRATIONS:

Third-Party Plugins or Software
Image and Video Galleries
Embedded Google Maps

PACKAGE FEATURES:

Unlimited options



"Big thank you to Kudzu Brands for growing Pilates Performance Inc. You are helping me rock the Asheville Pilates community."

SANDI WEINBERG
PILATES PERFORMANCE INC.

A LA CARTE SERVICES

Don't see what you are looking for? Want to add on something to an existing package?

BRAND MARKETING, SEO/SEM & WEBSITE ANALYSIS

Your brand is more than just your logo – it is the entire experience your customers have with your company. Our comprehensive analysis details the brand equity your company has in the marketplace both on and offline. Add Package all audits together and save 10%.

\$600

SOCIAL MEDIA BRANDING

Make an impact online with a beautifully branded social media set. Includes design and installation of Facebook header, Google+ header, Twitter header and a set of 3 feed ads.

\$750 /Requires existing brand aesthetic

SOCIAL MEDIA PLAN

Development of a complete content strategy and posting calendar. Includes audit report + recommendations + content plan + recommended publishing schedule for one year.

\$1,700 /Includes plan only

GRAPHIC DESIGN, WEBSITE DESIGN, COPYWRITING, PR & MORE

Our team of expert marketing strategists can handle anything you want to throw at them. From designing an impactful brochure to writing a captivating press release to helping you plan your next trade show exhibit, we are available to help on a per project basis.

\$125 /Per hour **\$115** /Per hour for clients

GROWTH PLAN

Where are you growing and how will you get there? Work with Kudzu to complete a Growth Plan for your business. This strategic "down and dirty" planning process provides a brand discovery, mini-marketing plan, content calendar, media mix, competitive analysis and marketing budget. With this tool, you will have clear direction on the steps needed to grow your brand in the market!

\$2,500 /ADD TO PACKAGE OF YOUR CHOICE AND SAVE 5%

Not included in Seeds or Sprouts developments. Add to any Seeds or Sprouts Brand Development, Brand Management or Web Development and save 15%. Growth Plans are pre-requisite for Brand Management.

FREQUENTLY ASKED QUESTIONS

How is Kudzu different than other Branding or Marketing Agencies?

Kudzu's unique brand development process allows businesses, both large and small, to invest in their brand. Our full suite of services provides growing businesses everything they need to creatively tell their story and tenaciously spread the word.

What type of consulting do you offer?

Let us help you "see the forest through the kudzu." We can help you target areas for growth and give you lots of fresh ideas. We provide brand or marketing consultation at \$150 per hour. Based on your specific goals, we also offer various A La Carte marketing services to support your growth.

Our goal is to make marketing and branding support easy and affordable for all growing businesses!

What is the typical investment for Kudzu's services?

You can work with Kudzu Brands by the hour, by the project or on retainer. Our brand developments begin at \$4,000. Branded Custom Websites begin at \$3,000. Our A La Carte design rate is \$125 per hour. Our retainer rates are between \$95-\$115 per hour. **All brand and web clients receive 15% off printing costs at our commercial print house for life.** Because we want all businesses to grow, we do offer payment options.

What type of design projects can Kudzu help my business with?

We offer graphic design services for all sales and marketing collateral:

- Print projects or publications
- Sales booklets
- Trade shows
- Print ads
- Signs and displays

All of our graphic design projects begin with a consultation with our creative team to make sure your designs meet your brand objectives.



I just need a brochure designed. Can Kudzu Brands use my existing logo and brand elements?

If you come to us with an established brand aesthetic, we will use it in your designs. If there is evidence of lack of clarity or consistency in messaging aesthetic, we may suggest that you undergo our brand development process or schedule a session with our strategy team. Our goal is to design with your growth in mind.

I just need a logo, can you help me?

We offer four different levels of brand development. All of our brand development packages include logo development. Undergoing our complete process is our highest recommendation. However, we do offer A La Carte logo development for businesses that already have brand language and strategy for \$99. This includes a business card and printing.



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