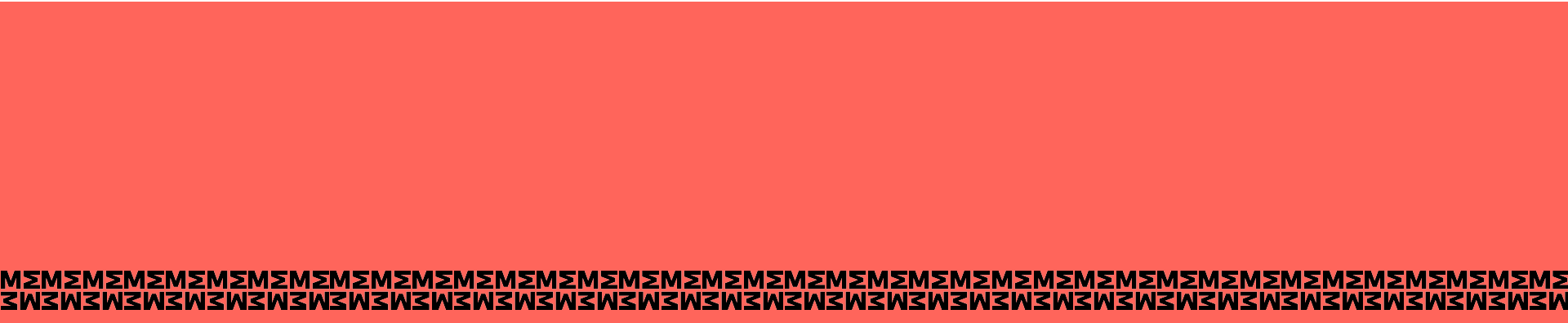


axiom
BESPOKE BRANDING SERVICES



VISION

When intuition &
deduction meet,
brand strategy
comes into its own

Branding exercises
make **big** decisions
easier

IMPLEMENTATION

PHASE 1

ANALYSE & RECOMMEND



Initial diagnostics

Analyse the brand and ecosystem to define the scope and objectives



MindShake

Apply an analytical grid to determine the brand's strengths and weaknesses
whether being launched, repositioned or updated



Design Sprint

Organise co-construction workshops to define the right approach and a operational brief for implementing brand assets



IMPLEMENTATION

PHASE 2

CREATE & DEPLOY



Trademark clearance

If creating or extending the brand



Branding

Create brand essentials including graphic and editorial guidelines



Launch

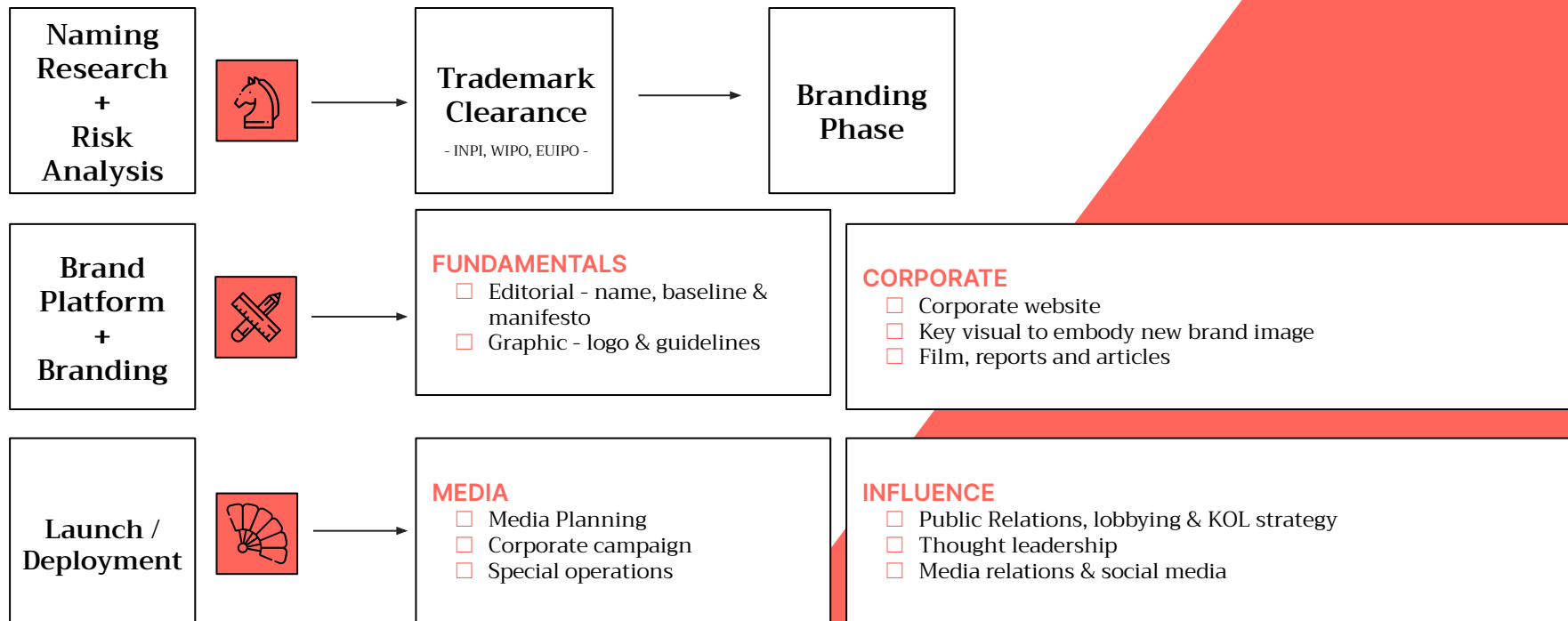
=> Reconnect the brand and business strategy

=> Adapt marcom tools to meet the need of different departments

=> Implement commercial as well as corporate & social media communication strategies



IMPLEMENTATION



MENDELEIEV

CONSULTANCY + CREATIVE AGENCY



TEAM & EXPERTISE

OVER 30 YEARS OF EXPERIENCE IN MARKETING STRATEGY, ADVERTISING and GROWTH STRATEGY



ROMAIN GUITTET
Consulting Director

15 years of marketing
strategy consulting

#Brands #Influence
#Innovation

[https://www.linkedin.com/
in/romainguittet/](https://www.linkedin.com/in/romainguittet/)

AGATHE STIRER
Business Development Director

10 years of experience in
M&A and capital raising

#M&A #InvestmentFunds
#Startups

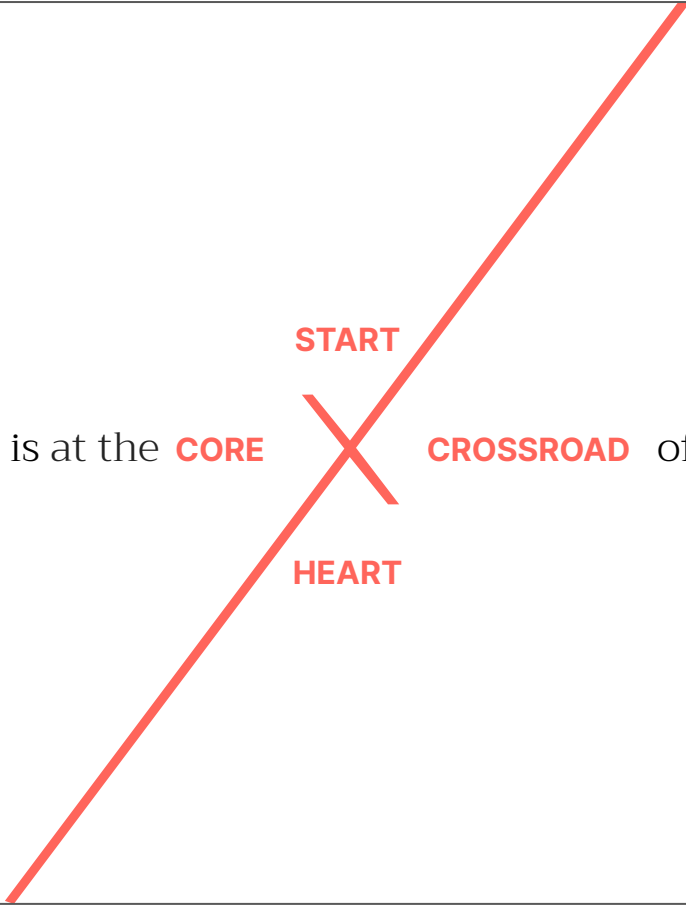
[https://www.linkedin.com/i
n/agathe-stirer/](https://www.linkedin.com/in/agathe-stirer/)

FLORIAN DUPRÉ
Creative Director

20 years creating
advertising campaigns

#Storytelling #Advertising
#GraphicDesign

[https://www.linkedin.com/i
n/floriandupre/](https://www.linkedin.com/in/floriandupre/)



“ axiom is at the **CORE** **CROSSROAD** of your business ”

START

HEART

FUNDING > GO TO MARKET

ARCHEON (FR)

- Founded 2018
- Scale up in emergency medical device sector

Ob

Objectives

- Create branding and support brand during Early Stage & A-Series funding stages & international development (APAC & US)

St

Operational strategy

- Fundamentals - re-branding & brand book
- Influence - articles & media relations
- Corporate - films, press kits, pitch deck & web portal

Re

Milestones

- 4 distribution contracts (UAE, Nordic, EU, USA)**
- 150 média mentions** - press, TV & radio
- + €1.5M** raised, mixed financing - subsidies, PE & capital risk
- + 2.5k** followers on social media

HEALTHTECH



BRAND PLATFORM > GO TO MARKET

GENENDO (CH)

- Brand created in 2021
- Coltene MicroMega, world leader in endo-medical devices (CHF 267M)

MEDTECH

Ob

Objectives

- Position the brand to accelerate its international development by deploying multi-territory digital merchandising platform

St

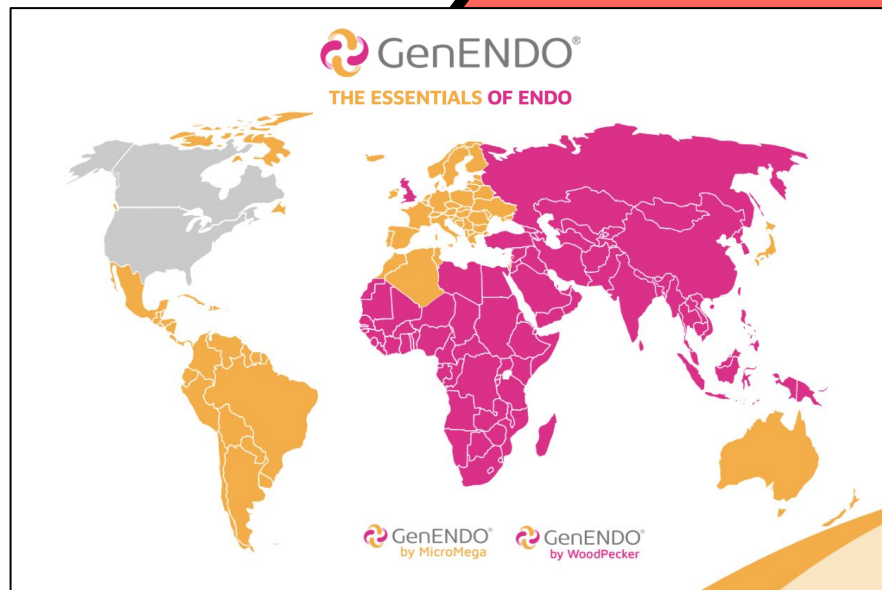
Operational strategy

- Fundamentals - re-branding and brand book
- Influence - articles & thought leadership, Strategy, Social media & Special operations
- Corporate - global web portal & pitch deck

Re

Milestones

- 5 scientific & 3 general articles
- 6 distribution contracts**
- 2 strategic public/private alliances**
- + 120% turnover incl. + 80% internationally**



SPIN-OFF > EU BRAND REGISTERING

EDENTAL(FR)

- Founded in 2020
- Startup specialised in blockchain / AI in dental sector

Ob

Objectives

- Register and secure trademark in 27 EU countries

St

Operational strategy

- Prior research
- Preliminary design to reduce risk of opposition

Re

Milestones

- No opposition declared in first 6 months
- Extension completed in US / APAC
- Brand platform under development

MEDTECH

EDENTAL 

EDENTAL 

EDENTAL 

EDENTAL 

UMBRELLA BRAND > PREMIUMISATION

GCF GROUP (FR)

- ❑ Founded in 1978
- ❑ 5th largest wine and spirits group in the world (€1.3 bn sales)

Ob

Objectives

- ❑ Re-brand umbrella brand as part of Group's repositioning in Premium travel retail and upscale catering

St

Operational strategy

- ❑ Re-define the identity of Famille Helfrich and its brand assets - brand positioning, messaging and communication

Re

Milestones

- ❑ Brand deployed in 175+ countries
- ❑ **Official brand launch** in 2022
- ❑ **+135% turnover since rebranding**
- ❑ 6-fold increase in FH references
- ❑ **200+ FH references in total**

WINE & SPIRITS



famille
HELFRICH
PROPRIÉTAIRE • VITICULTEUR



famille
HELFRICH
PROPRIÉTAIRE • VITICULTEUR

Famille
HELFRICH
PROPRIÉTAIRE • VITICULTEUR

FUNDING > GO TO MARKET

SAVIAN (US)

- Founded in 2018
- Startup specialised in innovative sustainable textiles

Ob

Objectives

- Re-design BioFluff identity for Savian
- Present at COP28 in Saudi Arabia
- Switch identity to announce fund-raising

St

Operational Strategy

- Fundamentals - positioning and guidelines
- 6-week design sprint - brand book & web
- Full identity including iconography

Re

Milestones

- €2.5M** raised - Private Equity & Capital Risk
- Strategic Partnership with **Stella McCartney**
- Endorsed by LVMH - **LVMH Innovation Award**
- Brand platform deployed worldwide**

FASHION

