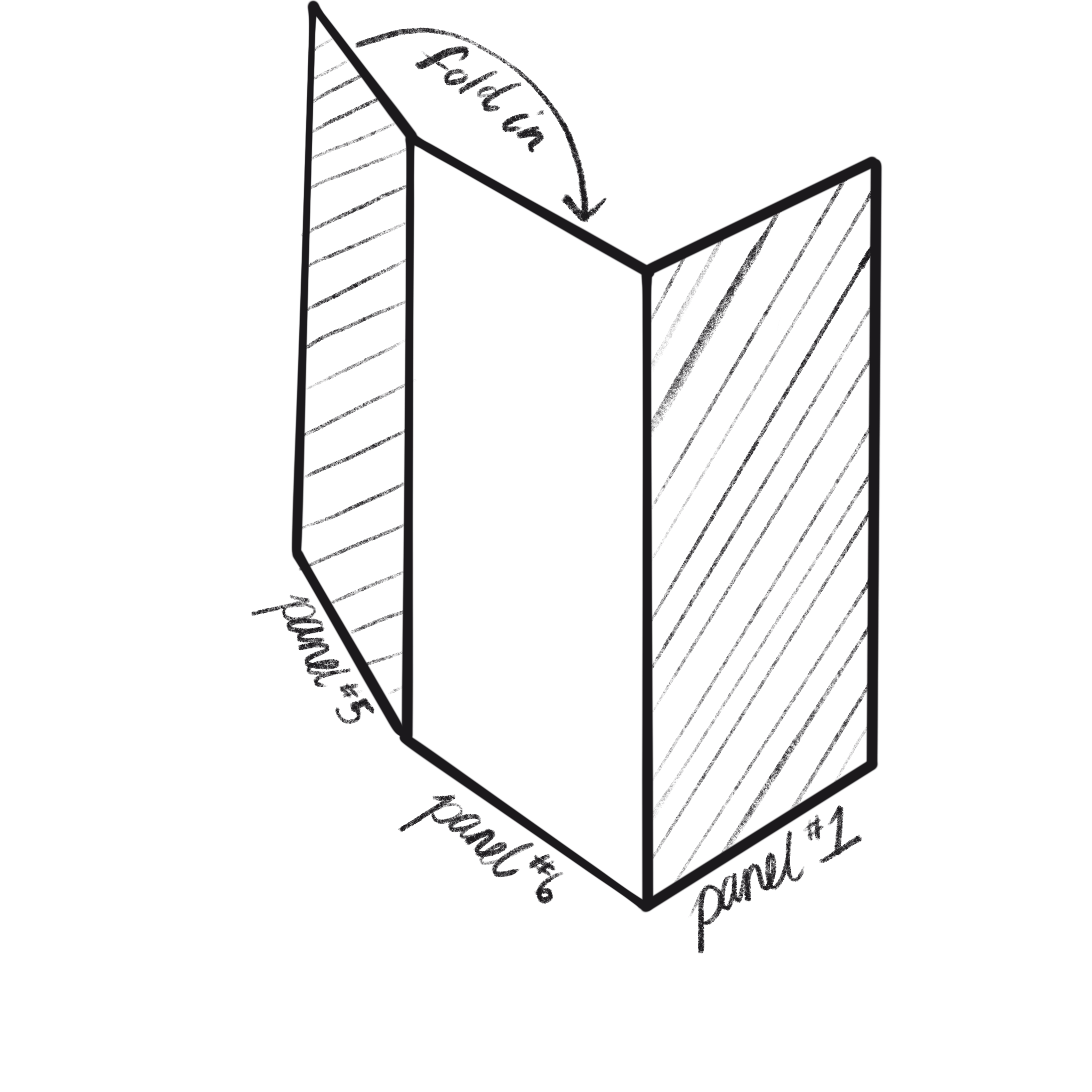
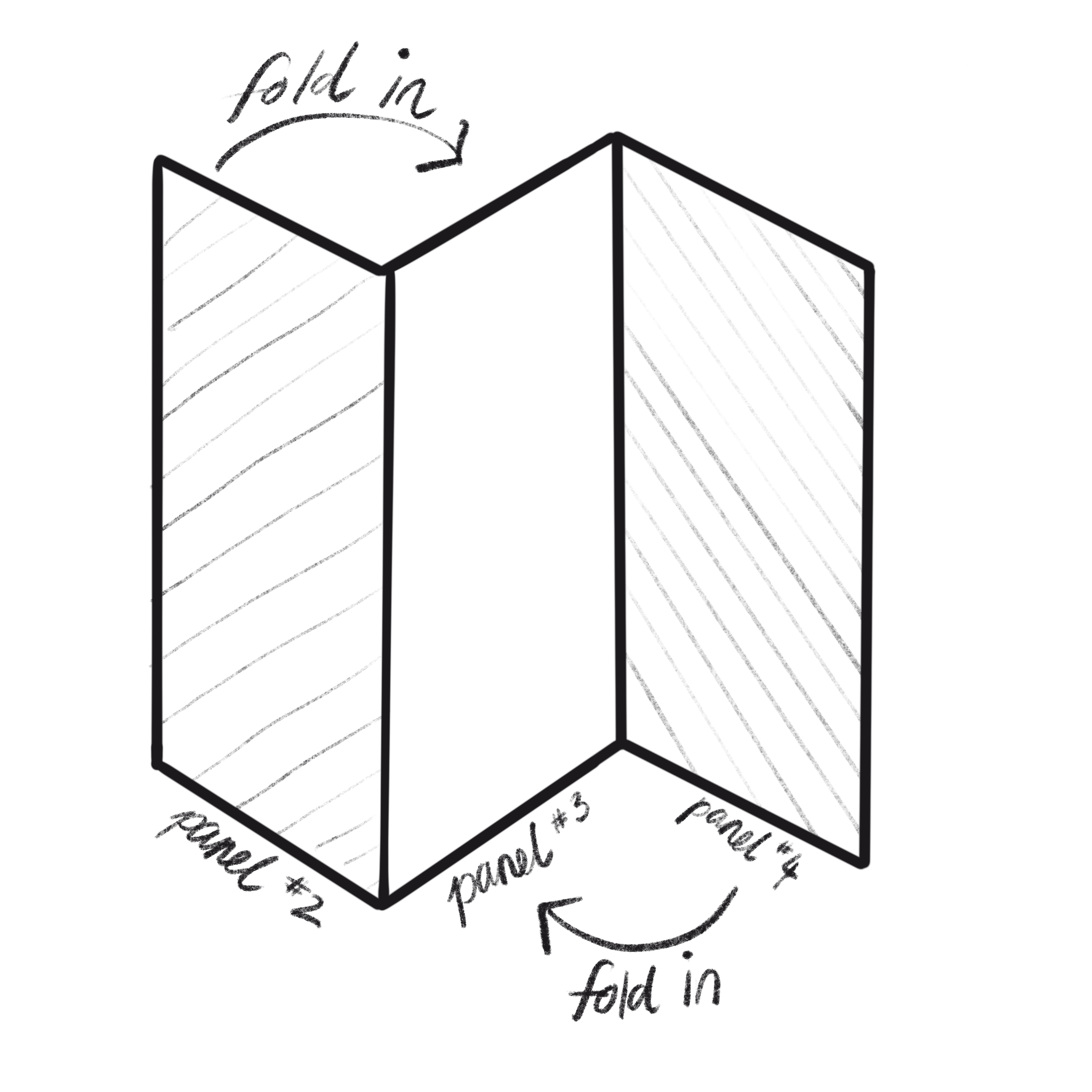
**NCV Graphic Design Level 3 - ISAT**

Implementation Date: January 2023

Students can select one of the following five client options for their trifold brochure designs:

<http://ncvgraphicdesign.co.za/l3-v2/>

* **Option 1 -** Children’s Hat Company
* **Option 2 -** American-style Restaurant
* **Option 3 -** Make-up Brand for Tweens
* **Option 4 -** Interior Design Company
* **Option 5 -** Marketing Consultant for Start-up Companies

**Option 5**

Marketing Consultant for Start-up Companies

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**PANEL 1**

Title: Celida Finnlay Consulting

Subtitle: Your Modern CMO

Introduction:

With more than two decades worth of experience growing multi-million dollar companies we have your strategic marketing needs covered.

Assets: Add Cover image(s) + Company Logo

**PANEL 2**

Title: Outsourced CMO Services

Subtitle:

As an outsourced CMO service we will work to lead your marketing

team and provide you the necessary leadership and expertise to grow your business.

Paragraph:

We consider ourselves part of your team, and are passionate about seeing your company grow and reach new revenue goals.

Our founder Celida Finnlay, has led the marketing for IBM, Dell Software, Botox Cosmetics and Liberty Mutual Innovation Labs. She has launched hundreds of successful brands to market, has won over 10 awards and is a featured speaker and expert in books such as Digital Marketing Tactics.

CFC offers you full-service marketing solutions from high-level strategy, to full execution with a team designed specific to your needs. Now, at a fraction of the price you would pay for a full-time CMO, you can have an award-winning team addressing all of your marketing needs. Let us help you build your company.

**PANEL 3**

{Services Pages}

Title: Outsourced CMO Services

Subtitle: We work with you on an ongoing basis and act as your lead strategist.

Intro:

We create necessary strategies and operational plans to create growth and work with your team to train them on the execution of these strategic plans to ensure your success.

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Title: Brand Strategy

Content:

We work with you to develop a brand strategy that speaks to the heart of your customers. Our brand strategies are based on key consumer insights and data, and bring your messaging and visual identity to life through our collaborative process.

**PANEL 4**

{Services Pages}

Title: Marketing Execution

Content:

For companies that need both strategic leadership, as well as execution we create a customized team that is made up of people that not only understand your audience, but are your audience and act as your marketing exceptional team from branding, website development, content creation to social media and digital campaign management, we have you covered.

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Title: Business Blueprint

Content:

We create an in-depth business blueprint that includes an in-depth market analysis, competitive overview, as well as an analysis of the current business and recommendations to encourage growth.

**PANEL 5**

Title: Our Mission

Introduction:

Our mission is to help create brands with purpose that are both thoughtful and profitable. Our goal is to help entrepreneurs realize their dreams. Our purpose is to not just change the conversation, but the future itself.

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Title: About our founder

Content:

Celida Finnlay is an award-winning strategist and marketing thought-leader that has been launching successful brands for over two decades.

Assets: Photos

**PANEL 6**

{Contact Details}

Title: Contact Details

Subtitle: Book a consultation with me

Info: Phone: +1 492 004 667

E-mail: info@youroutsourcedcmo.com

www.youroutsourcedcmo.com