Brand Book

AWESOME HAS NEVER LOOKED SO GOOD

YEAH, LOOKING GREAT ISN'T EVERYTHING, BUT IT SURE HELPS

INDEX



- 4 ABOUT US
- 14 OUR PROCESS
- 19 CASE STUDY: YOU MOVE ME
- 31 CASE STUDY: DEALERVU
- 44 BRANDING
- **54** INTERACTIVE
- 73 PREVIOUS WORK

ABOUT US





FreeBird Agency is a collective of international creative superstars whose purpose is to build powerful brands and drive sales through outstanding creative.





We are a true start-to-finish solution for all of your creative needs with over 20 years of experience in developing highly productive brand strategies, logos, advertising, graphic design, web design, broadcast, social media and fully integrated communications platforms.



MISSION

WIEGRIT

VALUES

TEAM

CULTURE

MISSION



To make the world a better place by creating powerful brands for clients who we believe in.

VALUES





CULTURE



We are a global team made up of people who love life and everything it has to offer.

We see every new client as our next best friend. We are in the business of building long term partnerships and are dedicated to our clients' success.

TEAM



FreeBird Agency is different in that we are a global collective of creative superstars called FreeBirds. Our world headquarters is proudly located in beautiful Vancouver, Canada and our team is made up of the creative elite from around the globe.



SERVICES



If you are looking to elevate your brand we have what it takes to get you there:

- BRAND STRATEGY
- NAME DEVELOPMENT
- BRANDING
- LOGO DESIGN
- BRAND BUILDING
- ADVERTISING
- GRAPHIC DESIGN

- WEB DESIGN
- PHOTOGRAPHY
- CONSULTING
- BROADCAST MEDIA
- VIDEO EDITING
- SOCIAL MEDIA PLANNING
- DIRECTING & PRODUCING

NOEL FOX



We are different than most agencies in that our international team of creative superstars are the best of the best that I have worked with over my 20 years of running a top advertising agency. This means that whether you are a small start up, or an existing super brand, the FreeBirds who are working on projects are basically like creative ninjas, and sure to come up with the most kick ass solutions needed for your brand. We look forward to the possibility of working with you!

Noel Fox

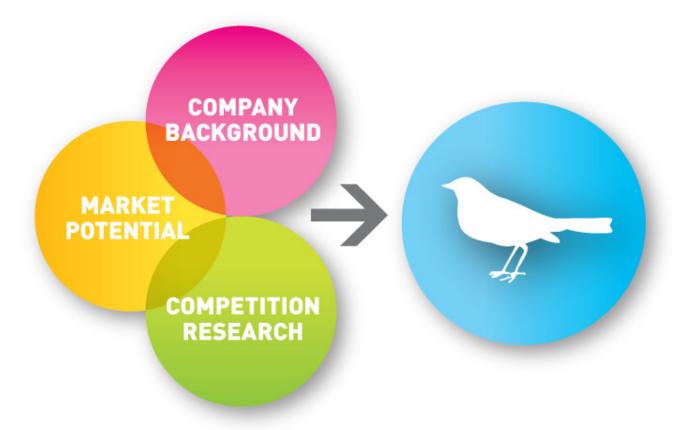
FreeBird Agency Founder

OUR PROCESS





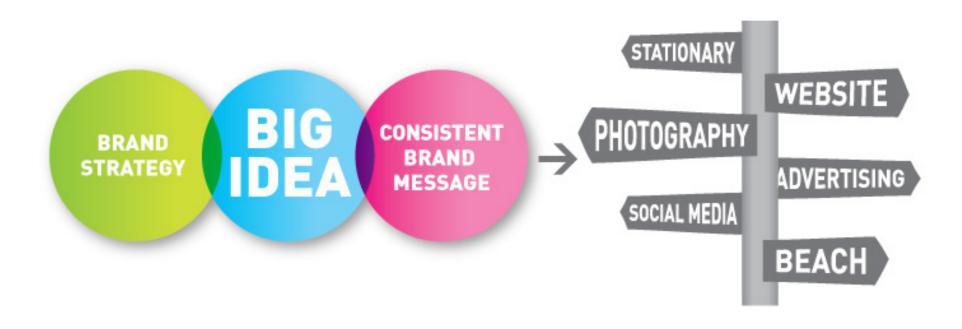
We come to fully understand the brand, its promise, position, essence, competition and vision. It's here where we uncover key truths that are the foundation for building the brand.







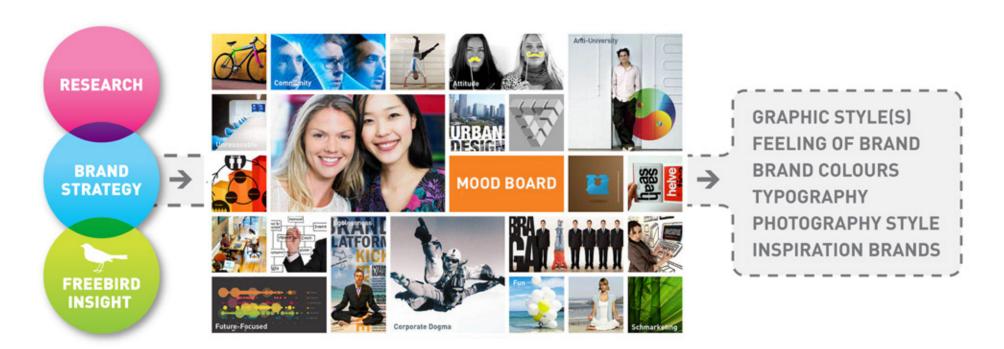
We take our findings and we condense them into that one big idea that we then take forward across all marketing platforms. Consider the Brand Strategy to be your brand's roadmap to success.







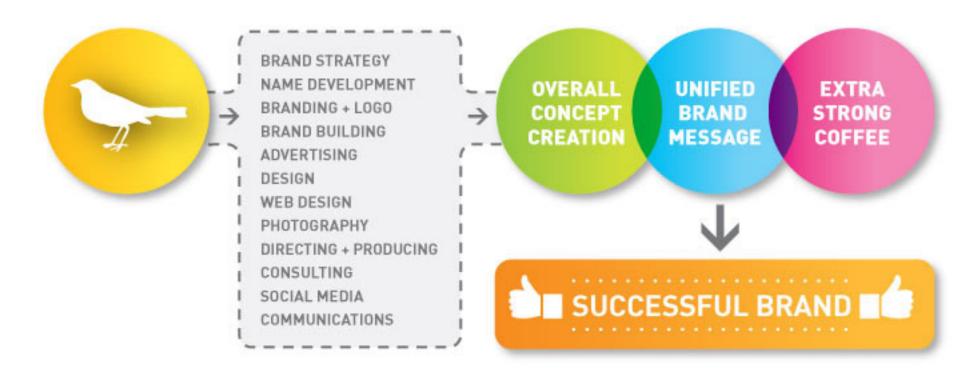
Next we develop an internal document called a "Mood Board". It sets the visual tone of the brand and serves as a time-saving reference that keeps future creative on the path to achieving its goals.







By this stage we fully understand all aspects of the brand, ensuring that our creative is focused, relevant and bound for success.



CASE STUDY: YOU MOVE ME

YOU MOVE ME





"I was expecting greatness and FreeBird Agency far exceeded my expectations."

BRIAN SCUDAMORE

1-800-GOT-JUNK? & YOU MOVE ME FOUNDER





Brian's vision was to revolutionize the moving industry with a fun and trustworthy company that provides its clients with a refreshingly unique moving experience.







Our strategy work revealed that if we targeted main stream female consumers and created a brand that was both fun and dependable we would stand apart from the macho male dominated branding that was present in the marketplace.

With this in mind we created the You Move Me Mood Board which acted as the springboard for all creative to come.

YOU MOVE ME | MOOD BOARD















































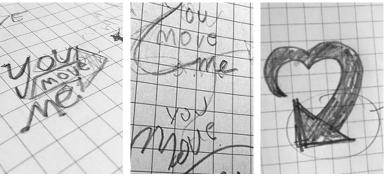




YOU MOVE ME | LOGO







Using the Mood Board as our foundation we then sketched logo concepts until a few solid directions took form.

YOU MOVE ME | LOGO





The logo that worked the best was the word bubble inspired design, creating the emotional engagement of someone actually saying "you move me".

YOU MOVE ME | LOGO











The logo itself is a perfect balance of eye-catching and legible. It's more than just function though; it also has an aesthetically pleasing modernist vibe to it.

YOU MOVE ME | COPY



You Move Me's copywriting tone of voice also had to be authentic to its core values and be in-line with its visual elements: fun, outgoing, yet honest and trustworthy.









The You Move Me website was designed to be highly functional and drive sales, while still being fun and unique.





The You Move Me brand is a rock solid foundation for the funnest (yeah, it's a word), largest and most trusted moving company in North America.



FREEBIRD AGENCY

YOU MOVE ME | BRIAN SCUDAMORE

"A huge thanks to Noel and the team at FreeBird Agency for doing such an outstanding job on the You Move Me branding. Everyone, including myself, is absolutely LOVING the work that you have created.

The FreeBird Agency creative process works really well for me because it starts with listening to my wants and needs, doing internal research so they fully understand the competitive landscape, creating Mood Boards to establish a unique look and feel, and from there they create outstanding brand creative.

I was expecting greatness and FreeBird Agency far exceeded my expectations."

Brian Scudamore

1-800-GOT-JUNK? & You Move Me founder



CASE STUDY: DEALERVU





"Working with FreeBird Agency was seamless and their fine tuned process yielded a wonderfully unique and powerful new DealerVu brand."



DEALERYU | VISION



Austin Texas based automotive software company DealerVu had a superior product, but they were losing market share due to their dated and confusing brand message. They came to FreeBird Agency for help in revitalizing and modernizing the brand so that they could establish themselves as the global market leader in their field.







FreeBird Agency lead DealerVu through Brand Strategy workshops at their world headquarters in Austin TX. With careful listening, thought provoking questions and research we were able to determine the ideal direction for the brand to go in order for them to reach their corporate goals.

After strategy completion we did an initial Mood Board that shows the target market, proposed design style(s) and general feeling the new brand is striving for.

DEALERYU | MOOD BOARD















































DEALERVU | LOGO



We started with an in-depth look at key visual styles that dominated both the auto and software industry.

AUTOMOBILE INDUSTRY











I.T./COMPUTER/SOFTWARE INDUSTRY









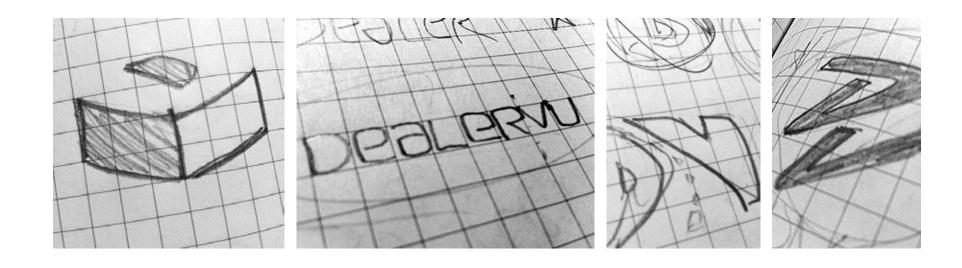




DEALERVU | LOGO



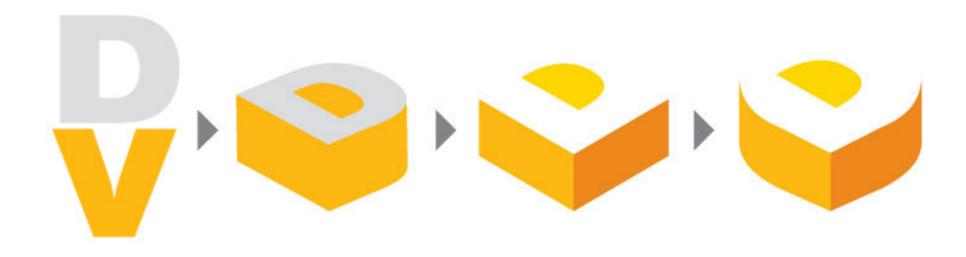
We chose to stay true to both automotive and software by coming up with designs that were a fusion of both markets.



DEALERVU | LOGO



Client approvals on concepts lead to refinement of design and exploration of brand colours.

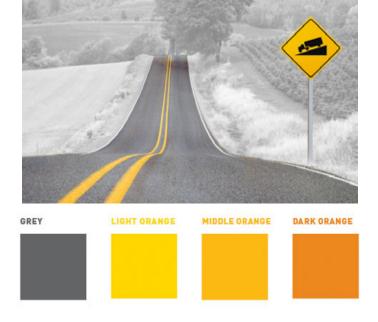


DEALERVU | LOGO



The brand takes form.











DEALERYU | BRANDING IN USE













FREEBIRD AGENCY

DEALERVU | MIKE WYRZYKOWSKI

"In order for us to reach our corporate goals it was vital that DealerVu rebranded. We chose to work with FreeBird Agency for their understanding of our company and of our competitive landscape. Their team met with us here in Austin, Texas and lead us through two days of brand strategy workshops. Looking back it was a pretty intense, yet an enjoyable series of conversations that forced our group to really test our vision. Coming out of it our teams had a clear vision of where we wanted to take the brand and what it was going to take to get us there.

Our timelines for completing the rebrand was tight so the FreeBird team worked at a fast and furious pace, while still keeping things casual and laid back. They are very serious about their commitments to deliverables and timelines which ensured that we met our launch dates."



DEALERVU | MIKE WYRZYKOWSKI

"The one item that really sticks out was the competitive brand analysis that FreeBird Agency did for us. They were able to instantly draw on expertise from all over the world - I was amazed by their range and capabilities. When it was all said and done, DealerVu gained powerful insights into our business and relationships.

Working with FreeBird Agency was seamless and their fine tuned process yielded a wonderfully unique and powerful new DealerVu brand."

Mike Wyrzykowski DealerVu CEO



BRANDING











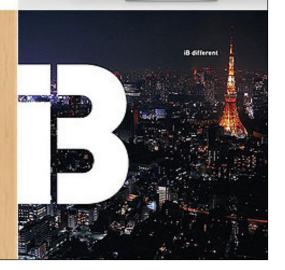
Darrell Kopke

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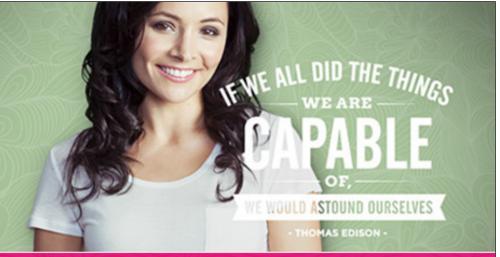












sarah edmondson

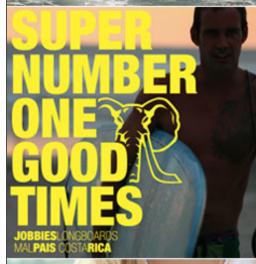








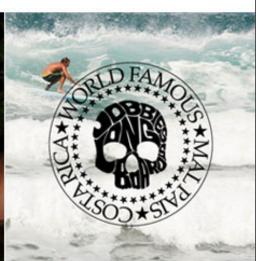


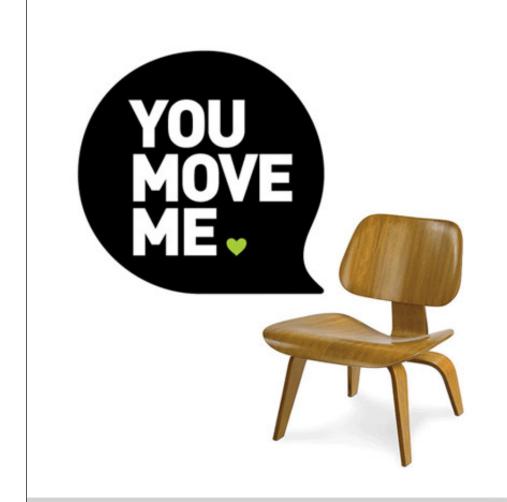














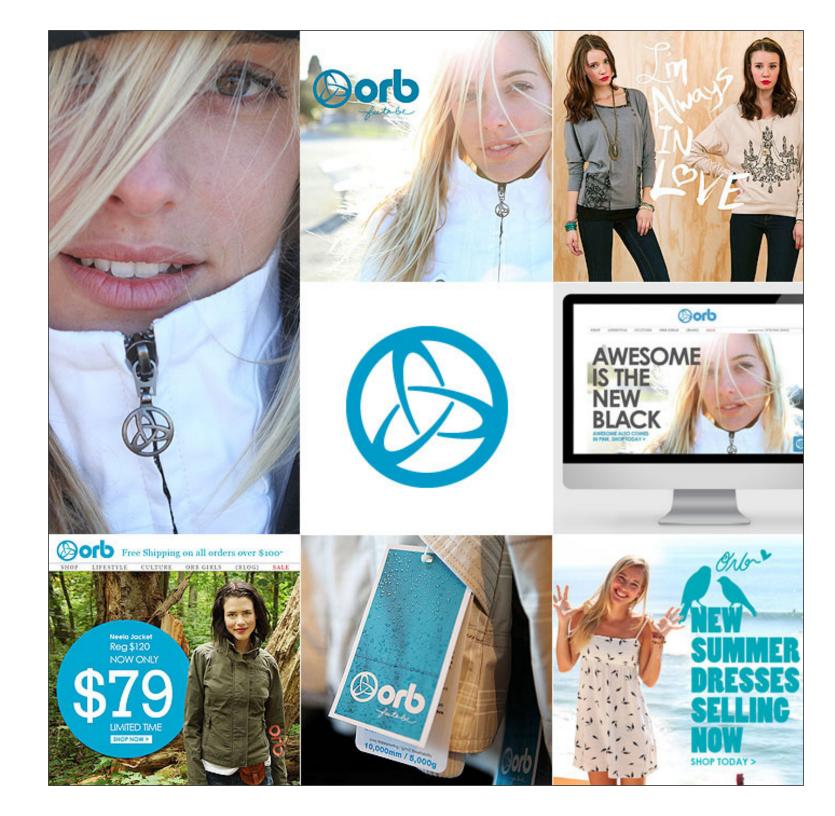












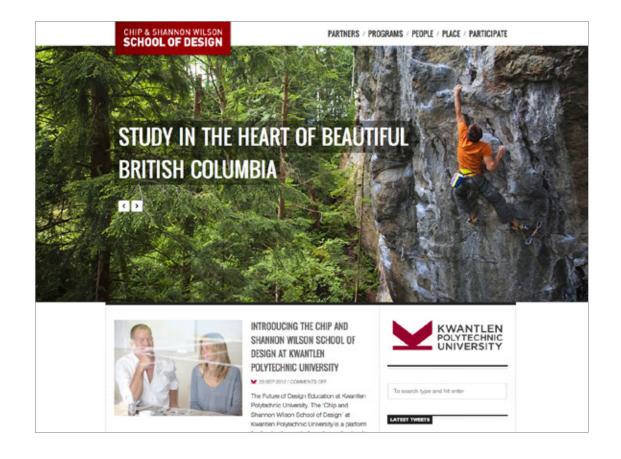
INTERACTIVE



Chip & Shannon Wilson School of Design

Kwantlen University

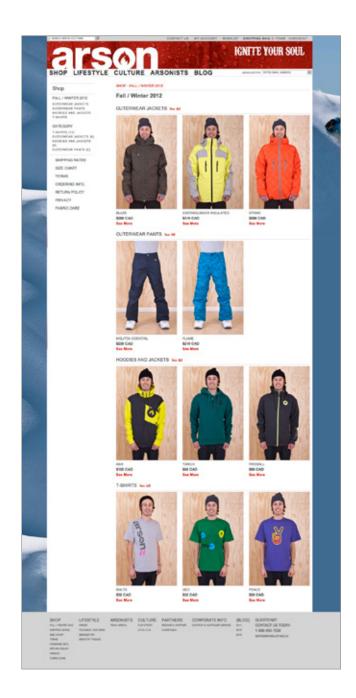




- Fully reactive design for all screens and devices
- Integrated blog
- Integrated video features
- Search engine optimized
- Social media integrated
- Easily updated by client

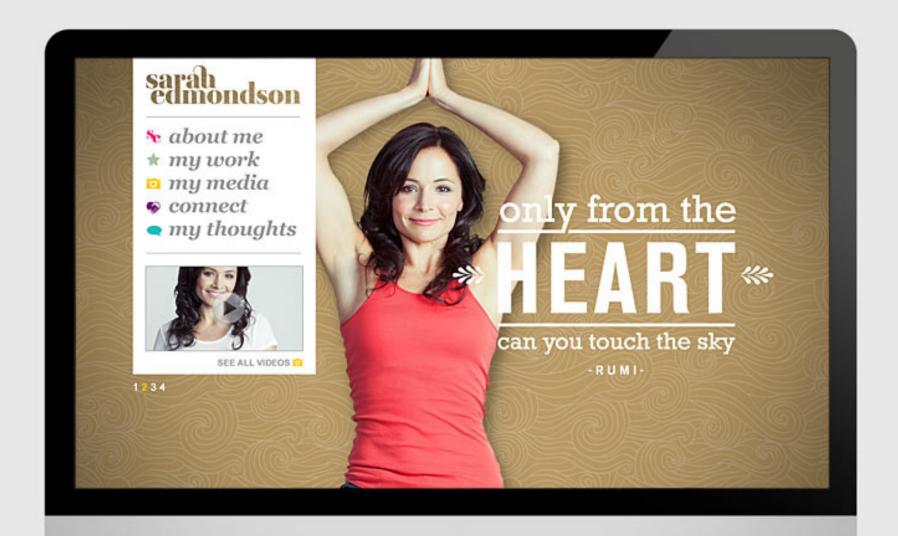


Arson Outerwear





- Integrated e-commerce functionality
- Integrate blog
- Store locator
- Search engine optimized
- Social media integrated
- Easily updated by client



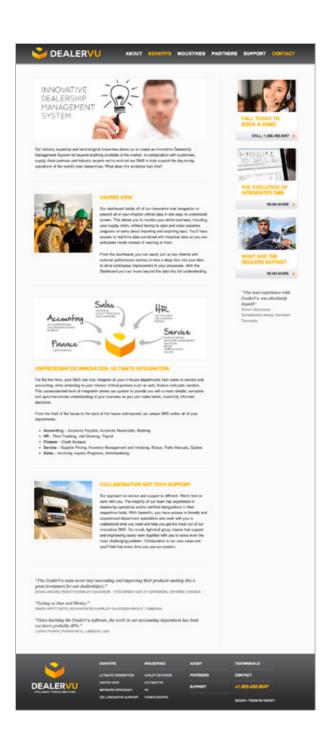
Sarah Edmondson





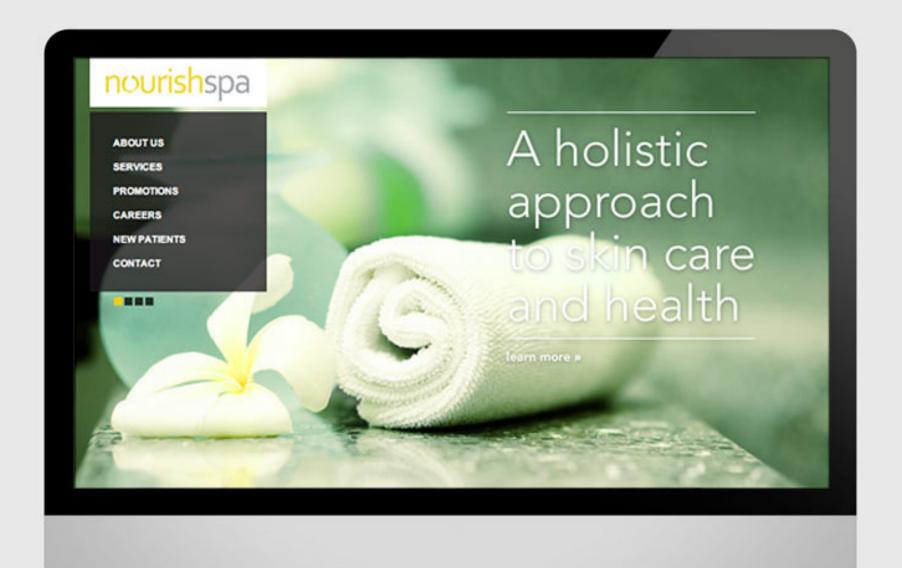
- Custom content management system
- Integrated blog
- Integrated video features
- Search engine optimized
- Social media integrated
- Easily updated by client





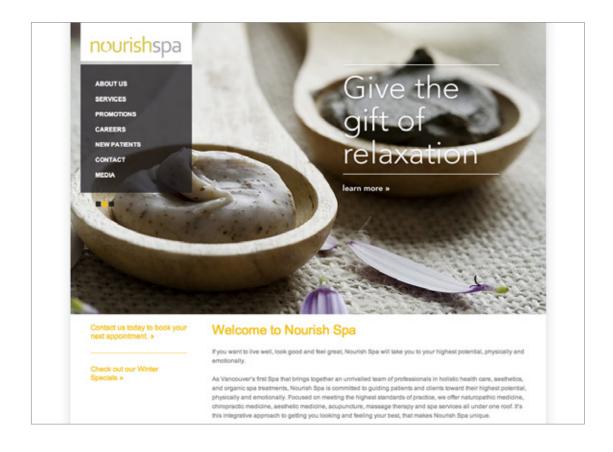


- Custom content management system
- Testimonial driven format
- Search engine optimized
- Easily updated by client

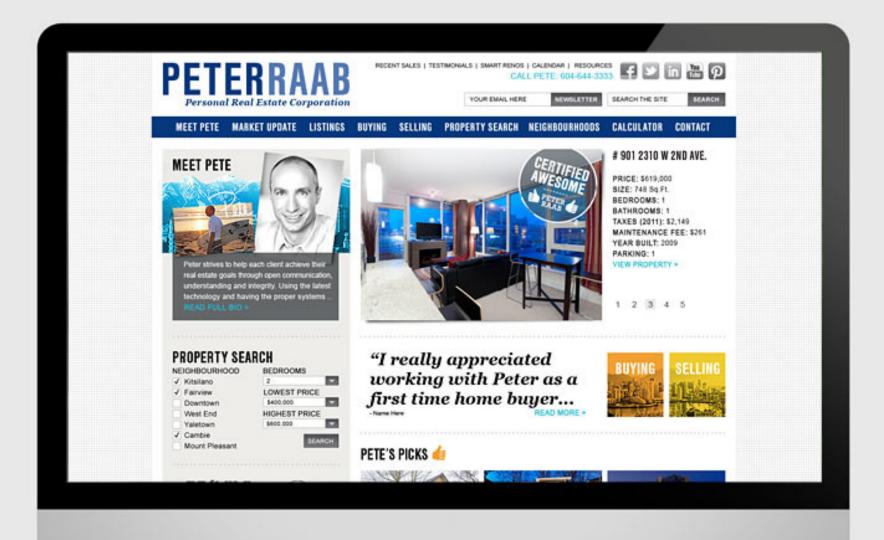


Nourish Spa





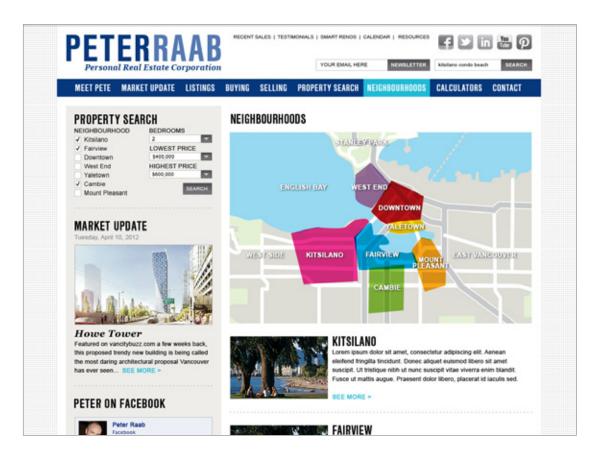
- Custom content management system
- Search engine optimized
- Social media integrated
- Easily updated by client



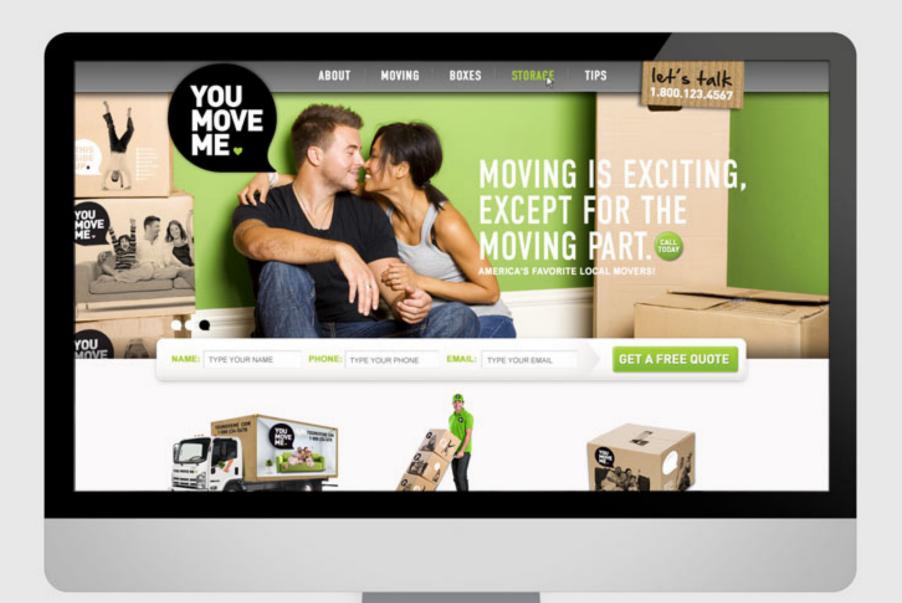


Peter Raab Real Estate Corporation



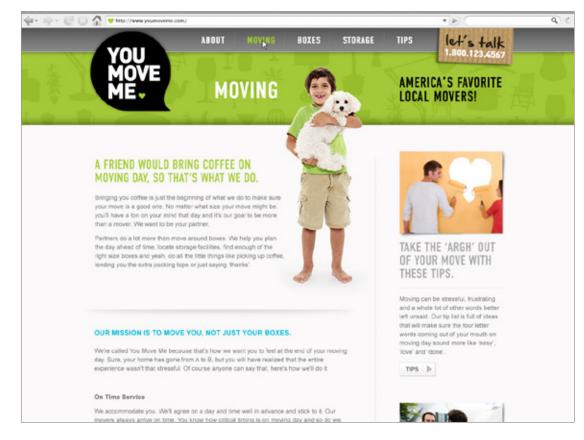


- Custom content management system
- Search engine optimized
- Social media integrated
- Easily updated by client



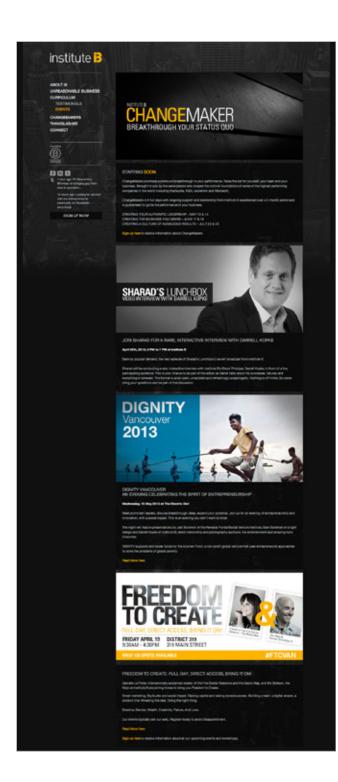
You Move Me

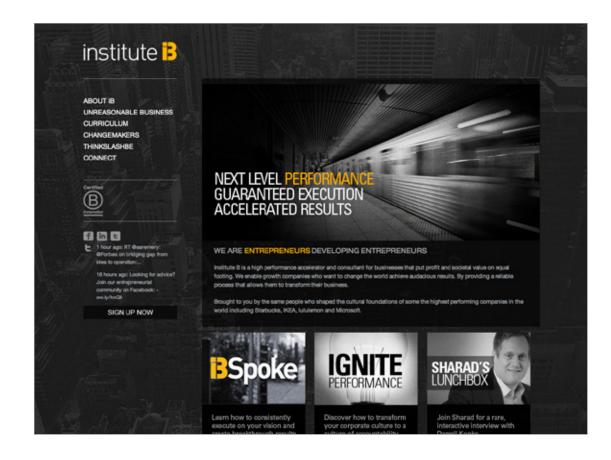




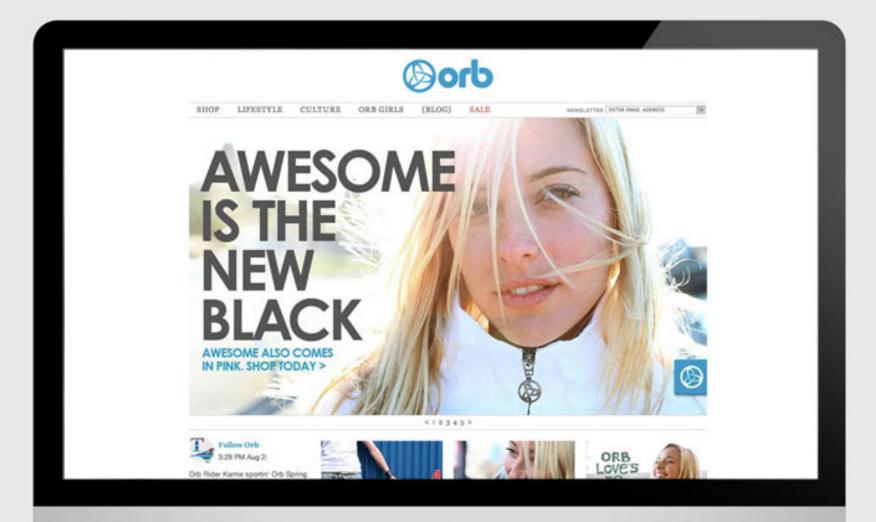
- Fully reactive design for all screens and devices
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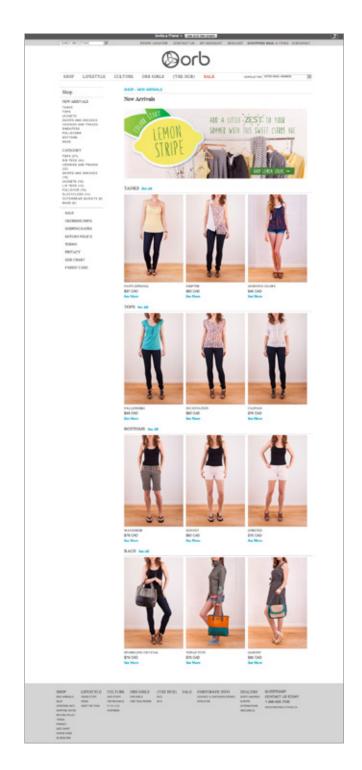


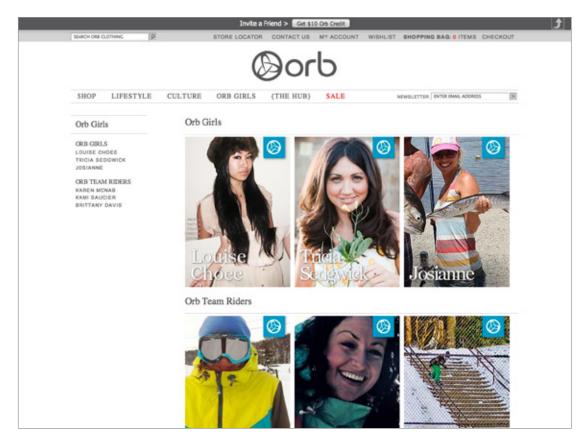


- Fully reactive design for all screens and devices
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- Integrate blog
- Search engine optimized
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Orb Clothing





- Integrated e-commerce functionality
- Integrate blog
- Store locator
- Search engine optimized
- Social media integrated
- Easily updated by client

PREVIOUS WORK

FEATURED IMAGES ARE PAST WORK DONE WHILE WITH COWIE AND FOX



Let SWEAT FLOW from your pores once a day to regenerate your skin.

Jealousy works the opposite way you want it to.

Wake up and realize you are surrounded by amazing friends.

Live near the ocean and inhale the pure salt air that flows over the water. Vancouver will do nicely. Do not use cleaning chemicals on your kitchen counters. Try vinegar and leman. Someone will neutrially make a sundwich on your counter.

Stress is related to 99% of all illnesses.

Don't trust that

an old age pension will

satisfaction and a time is set for satisfaction to occur. Friends are

Communication is COMPLICATED. Remember that

each person is raised in a different family with slightly

different definitions of every word. An agreement is an

agreement only if each party knows the conditions for

important than money.

Be creative.

Do yoga so you can remain active in physical sports as you age. Observe a plant before and after watering and notice the benefits water can have on your body and brain.

You ALWAYS have choice and the conscious brain can only hold one thought at a time. Utilize your freedom to choose.

Just like you did not know what an orgasm was before you had one, nature does not let you know how great children are until you have them. Children are the orgasm of life,

Iululemon athletica was formed to provide people with components to live a longer, healthier and more fun life. If we can produce products to keep

> Do it now. The world is changing AT SUCH A RAPID rate that waiting to implement changes will result in you being two steps behind. DO IT NOW, DO IT NOW!

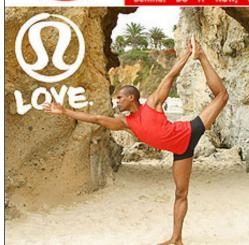
> people active and stress free, we believe the world will be a better place.

choose









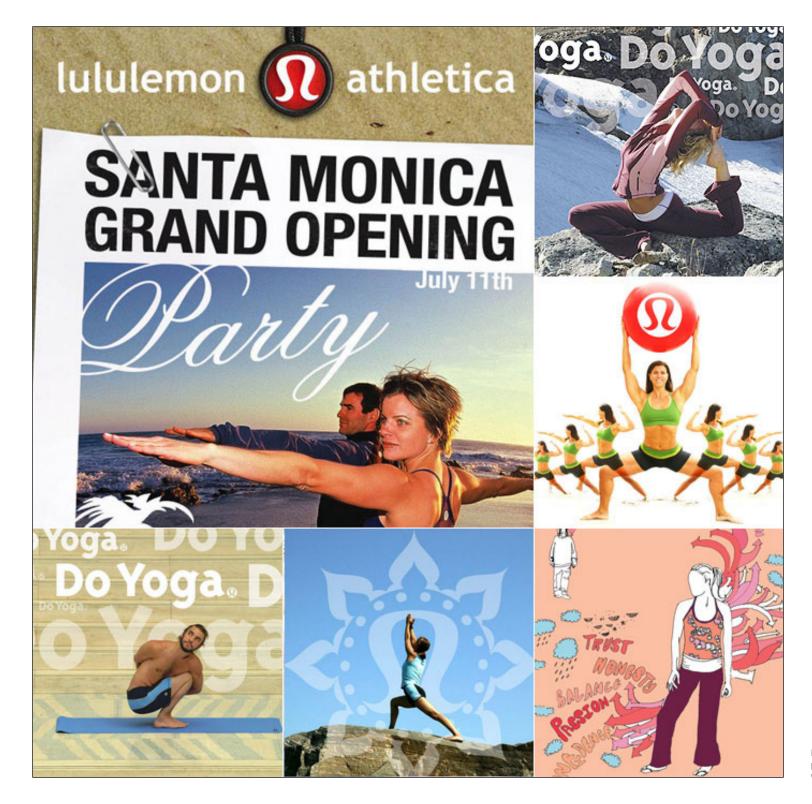




Featured images are past work done while with Cowie and Fox



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NOEL FOX

"When I started working with the yoga clothing start-up called lululemon, Chip Wilson told me that he wanted to it to be as big a Nike. Lofty goals like these are what we look for when choosing to work with clients because it shows that they are committed to greatness. We are in the business of developing strong, long lasting relationships so we are heavily motivated to help all of our clients find their success"

NOEL FOXFREEBIRD FOUNDER



CHIP WILSON

"Working with Noel and his team of creatives for as long as I have is a testament to their commitment to excellence and ability to continually deliver groundbreaking creative."

CHIP WILSON

LULULEMON FOUNDER - WHIL CONCEPTS INC.







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