



THE 95 AGENCY

LUXURY BRANDING | PRODUCT DEVELOPMENT | BUSINESS MANAGEMENT

Your Full Service Agency

The 95 Agency is a creative branding, advertising, business development and marketing agency located in Atlanta, GA. We work with clients nationwide in both the field of entrepreneurship and entertainment. We pride ourselves in working with the best of the best whether already established or just starting up.

The 95 Agency has strong exceptional skills in branding and marketing that will help mark your product and service in a valuable manner by providing career-changing exposure to create brand acknowledgment.

More information about us

www.the95agency.com

Category: Skincare



Who We Are

Several companies have emerged on social media offering branding and marketing services but failed to address questions beyond industry generalizations, services, and products. To have a successful business, a brand must know its market thoroughly.

- We have helped many start-up brands develop products and launch their brand successfully. We have a single focus of turning a person into a successful entrepreneur no matter their industry.

- The majority of companies offer marketing services, while others provide branding services. Only a few offer both. We offer not only branding and marketing services but a broader range of services that our clients enjoy based on their needs.

- Our level of understanding and servitude makes us different from our competitors. Our focus is on understanding the needs of our clients and the current competitive market.



Packaging Design

Services Provided

- Logo Design & Development
- Packaging Design & Development
- Art Direction

www.the95agency.com

Our Work

From Concept To Rollout

We provide a wide range of branding and marketing services to clients varying in industries from mobile apps, hospitality, beauty, and bath to so much more. We take branding and marketing seriously! From the initial consultation to the deliverables, your brand is an extension of our brand.

Branding Agency



www.the95agency.com



01

Skincare Branding Photoshoot

We provided the client with a full branding photoshoot for their skincare line.



02

Cooking Show Branding Photoshoot

We provided the client with a branding photoshoot for their cooking show.

01

We are an all-in-one agency that offers different services: Brand and Business Management, Trademarking, Traditional and Digital Marketing and Advertising, Event Coordination and Activation, Website Development and Design, and Art Direction and Product Development.

02

We pride ourselves in working with the best of the best, whether already established or just starting. We are constantly expanding our services to create an all-in-one experience for our clients.

Service List

The 95 Agency offers a wide range of services to potential and returning clients. We have a passion and desire for developing startups and we also love working with seasoned vets. No matter the needs, we are always ready to take on small and even large projects. We aim to assist clients with their brand regardless of the industry. Look below to tap in and check out the multitude list of services that we offer.

| Brand Development | Product Development | Brand Activations & Events | Digital Marketing |
|-----------------------|-------------------------|----------------------------|-----------------------|
| Creative Direction | Social Media Management | Web Design & Development | Strategic Planning |
| Innovation Consulting | Business Plan Drafting | Trademark Submission | Advertising |
| Photography | Videography | Copywriting | Illustration |
| Packaging Development | Motion Graphics | Logo Design | Ad Design |
| Business Management | Drone Services | Retail Pitches | Traditional Marketing |

Print & Label Services

The 95 Agency offers printing services of all kinds. See below, can't find what you are looking for - just ask and we shall provide.

| Product Labels | Step & Repeat Banners | Flyers | Business Cards |
|---------------------|--------------------------|-------------------|------------------|
| Menus | Postcards | A Frames | Brochures |
| Door Hangers | AR labels (Aug. Reality) | Floor Decals | Hang Tags |
| Posters | Notepads | Table Tents | Window Clings |
| Yard Signs | Event Tickets | Corrugated Boards | Folded Hang Tags |
| Retractable Banners | Rack Cards | Mini Menus | Folders |



THE PROJECT

Rebranding for Coaching Company

 Branding

 \$50,000 to \$199,999

 Sep. - Nov. 2021

Project summary:

The 95 Agency helped a coaching company to rebrand. The team worked on the website and the message, services, and solutions they offer. The goal was to deliver the client's vision.

THE REVIEW

"Their professionalism and customer service were unmatched!"

NOV 15, 2021

5.0 

Quality: 5.0

Schedule: 5.0

Cost: 5.0

Willing to refer: 5.0

Feedback summary:

The 95 Agency successfully rebranded the client, resulting in a demand for consultations for their services. The team's project management style was smooth-sailing and collaborative. Overall, they were detail-oriented with their work.

[Read Full Review](#) 



THE REVIEWER

Owner &
Executive
Coach, Explore
Options
Coaching



 Consulting

 1-10 Employees

 Atlanta, Georgia

 Online Review 

 Verified

Our 4 Step Progress



Idea

Thinking

Design

Visualization

Let Us Help You Create A Successful Launch

People do not solely buy products or services; they buy brands with a purpose. By providing unique brand experiences, your company can convert potential users into brand ambassadors and differentiate you from competitors.

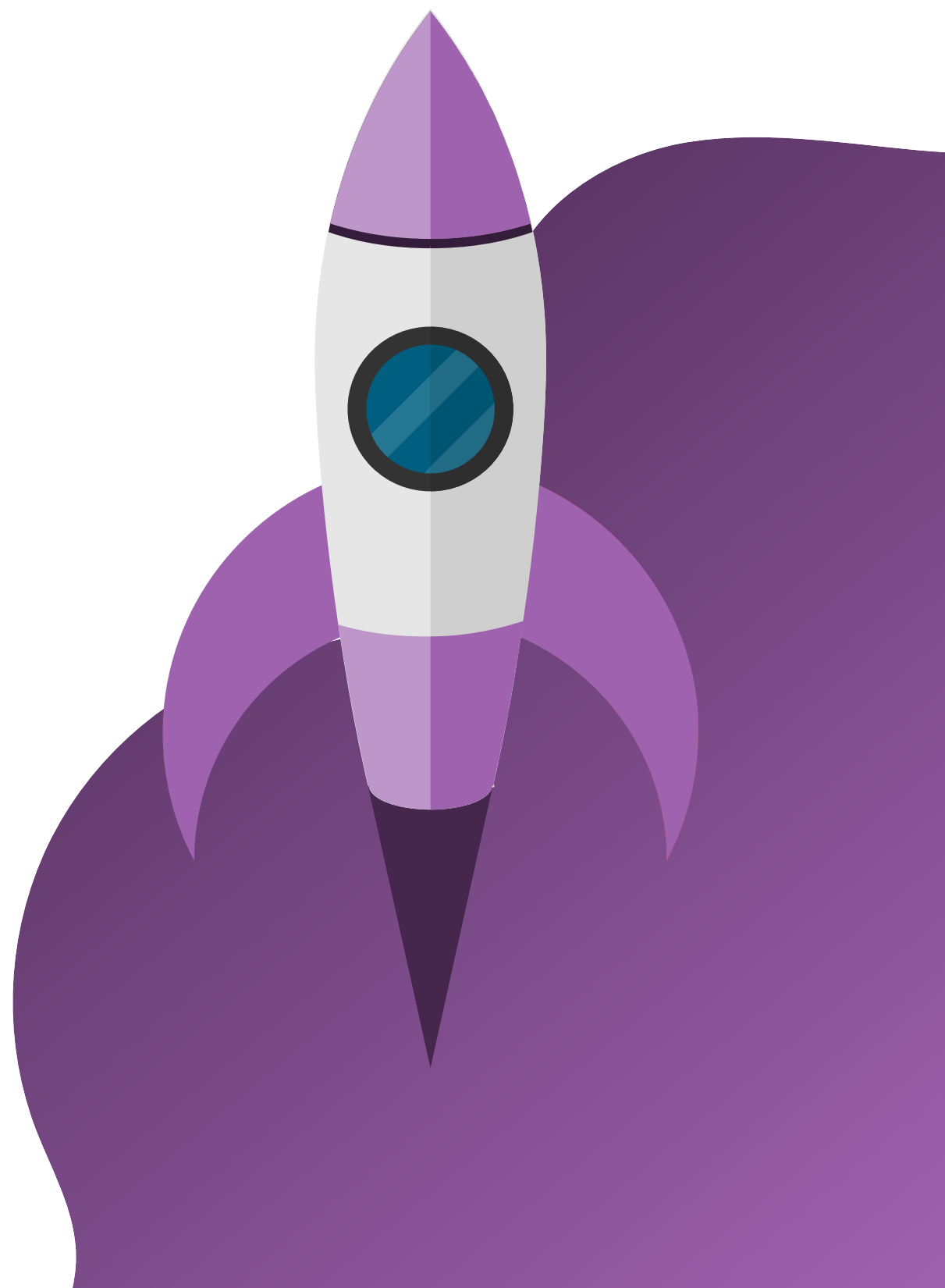
Here are some ways we can help you build your brand:

naming / logo / visual & verbal identity / brand strategy / values / branding workshops / positioning / brand system / rebranding



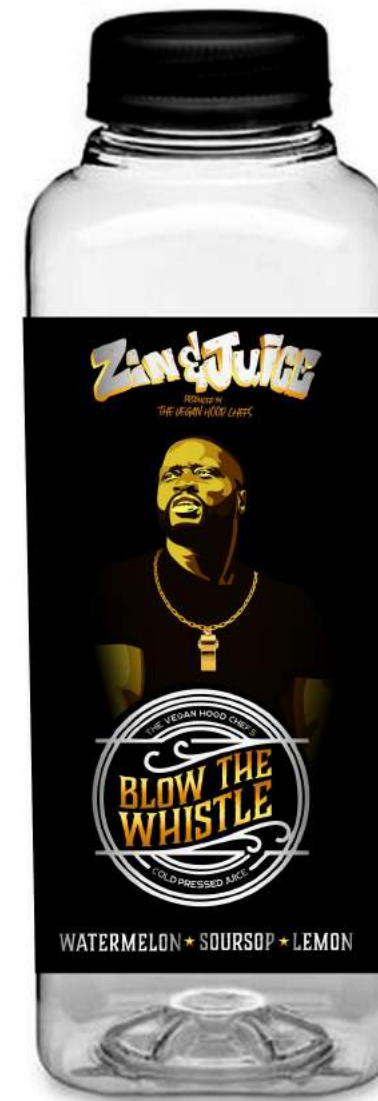
Our Mission

We believe in creating strong brands right from the beginning.

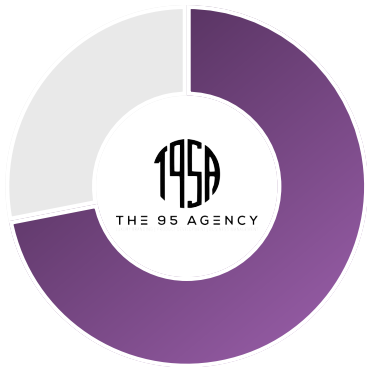


Create Something New Today

Don't call us **EXPERTS!** It's a term we hate. To us, it suggests a formulaic, proprietary (often trademarked) process. Each project – each new client – presents a new challenge. Dealing with these challenges is more about discovering a new path other than relying on what we did before.

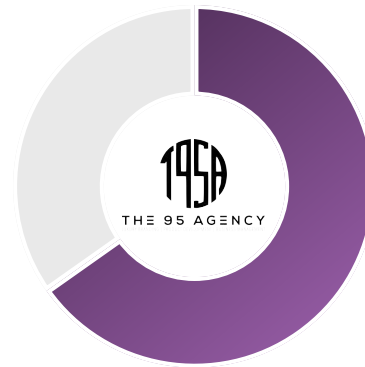


Get Your Brand Ready In 12 Weeks



Kick-off & Brand Strategy

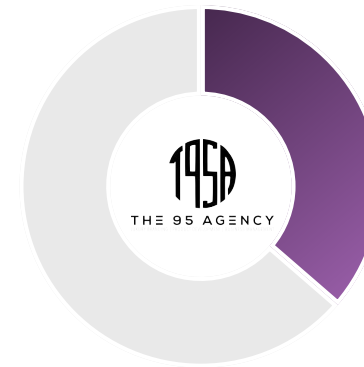
During the research & discovery phase, we collect all our insights on a collaboration tool. We dive deep into the industry, competitors, and users. We'll spend the first week working together to strategize the brand, and define brand values and brand personality. This planning will set you up for success in your business.



Brand Identity Development

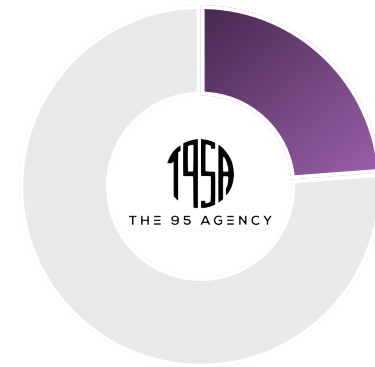
During the brand identity development, we'll sketch and refine ideas until we present the best two branding concepts. This will give the client an overall picture of the brand. Your favorite solution will be selected and cultivated.

We'll then work on detail on your color palette, typography, graphic shapes, lines, custom patterns, or other elements that flesh out your brand's visual theme.



Website Strategy & Content

Once we know the site's goals, we can define further which pages, features, and integrations the website requires. Since we are the experts in this field, we provide copywriting and all the needed frameworks.



Website Design & Development

With the site architecture and all client's content in place, we can start working on the web design: First, we start building the home page to confirm the client is in love with their new digital home.

Then, we'll build out fully functioning pages based on the website design we agreed on earlier. We love to include unique illustrations and animations that will ensure your award-winning branding.

Testing & Optimizations

Last but not least, we will confirm the client's website works perfectly on mobile and desktop, optimize their web for SEO, and integrate their legal pages. After successful QA testing, the client's new website is ready to launch.

Launch Communication

Once everything's working beautifully, it's time to plan and execute the client's launch. We will help the client with marketing communication (explainer videos, pitch decks, e-mail marketing, social media kit and much more).



OUTFRONT

LAMAR

 **Meta**
Business Partner


Google Partner
PREMIER 2022


 **WORDPRESS**
EXPERT

 **shopify** *partner*

 **mailchimp**
PARTNER


Hootsuite


CLIENTS SAY
WE DELIVER
ON
Clutch


HoneyBook
· **EDUCATOR** ·
ASK ME HOW HONEYBOOK
CHANGED MY BIZ
—
Since 2013

 **sezzle**

 **freshdesk**

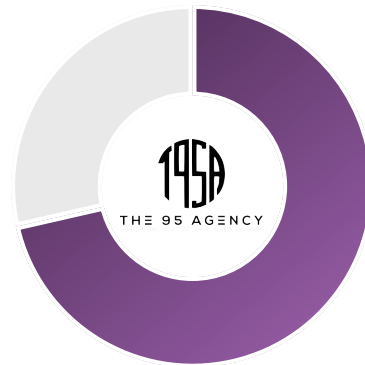


Let Us Help You Tell Your Story



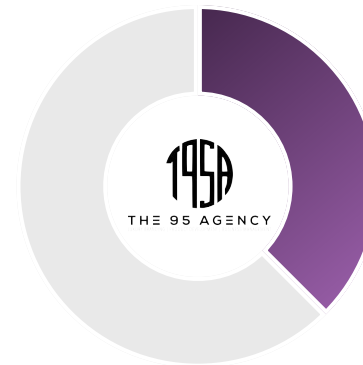
Search Engine Optimization Partners

We stay on top of the latest trends to regularly update and adjust elements of a client's website to ensure search results continue to improve.



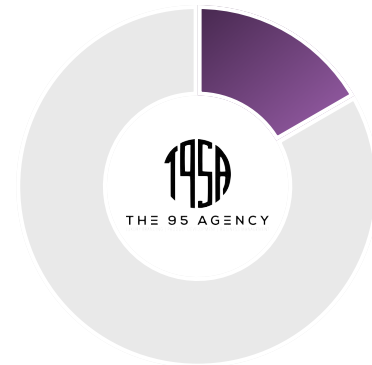
Web Design & Development Experts

We apply years of experience with user interface design and web analytics to ensure the client receives a design fully optimized for their needs.



Custom Marketing Projects

We can help with any custom digital marketing projects a client may have. We'll use our expertise, education, and experience to hit goals.



Pay-Per-View Marketing Wizards

We strategically use a Pay-per-click advertising model to help drive new traffic to a client's website via goal-related campaigns.



Social Media Campaign

We help manage the connection between a client's social media presence and their website/business.



Analytic and Reporting Experts

We provide in-depth reports on a wide range of data for your website, helping us understand how our services are helping your business.



The 4P's of Marketing



Product

Marketing experts understand that there must always be a clear concept of what the products stand for, and what differentiates them from the competition. Today, the internet can be considered the medium for purchase, via e-commerce, or the product itself, such as a social media service.

Place

The internet age has introduced new challenges for brands struggling to reach new customers. Place refers to providing customers access to the product, and it also calls into play convenience for the customer. Digital marketing is about putting the right product, in the right place, at the right price, at the right time, in front of the customer.

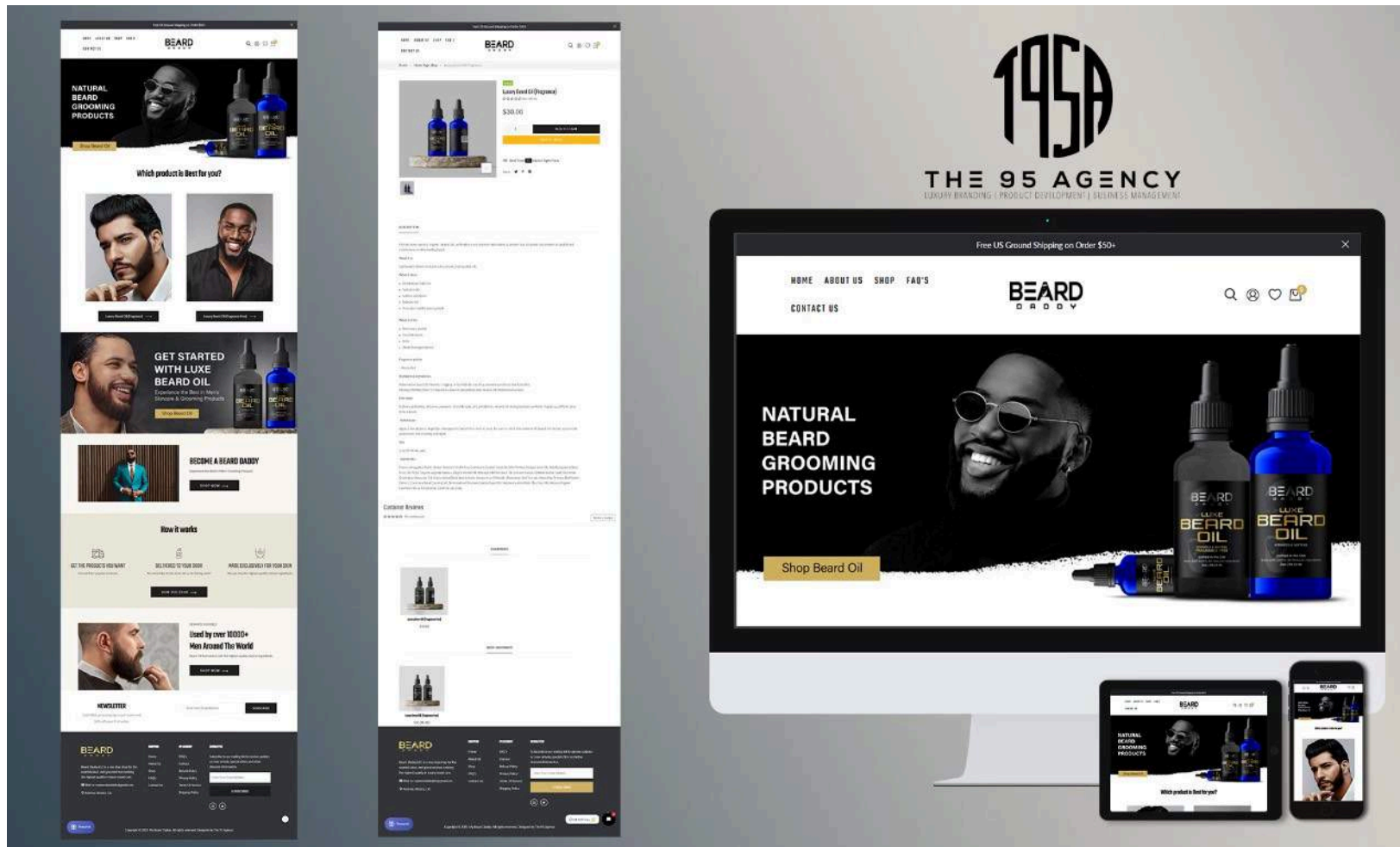
Price

First comes the product, and immediately after comes a determination of its value among target audiences. Pricing strategy is an art and a science. It involves both market data, careful calculations, skillfully balancing between pricing that is too high or too low and understanding how skewing, either way, might damage the brand.

Promotion

These communications use channels such as public relations, advertising, direct marketing, email marketing, social media marketing, or sales promotions; think of it as any way marketers disseminate relevant product information to their target customers.





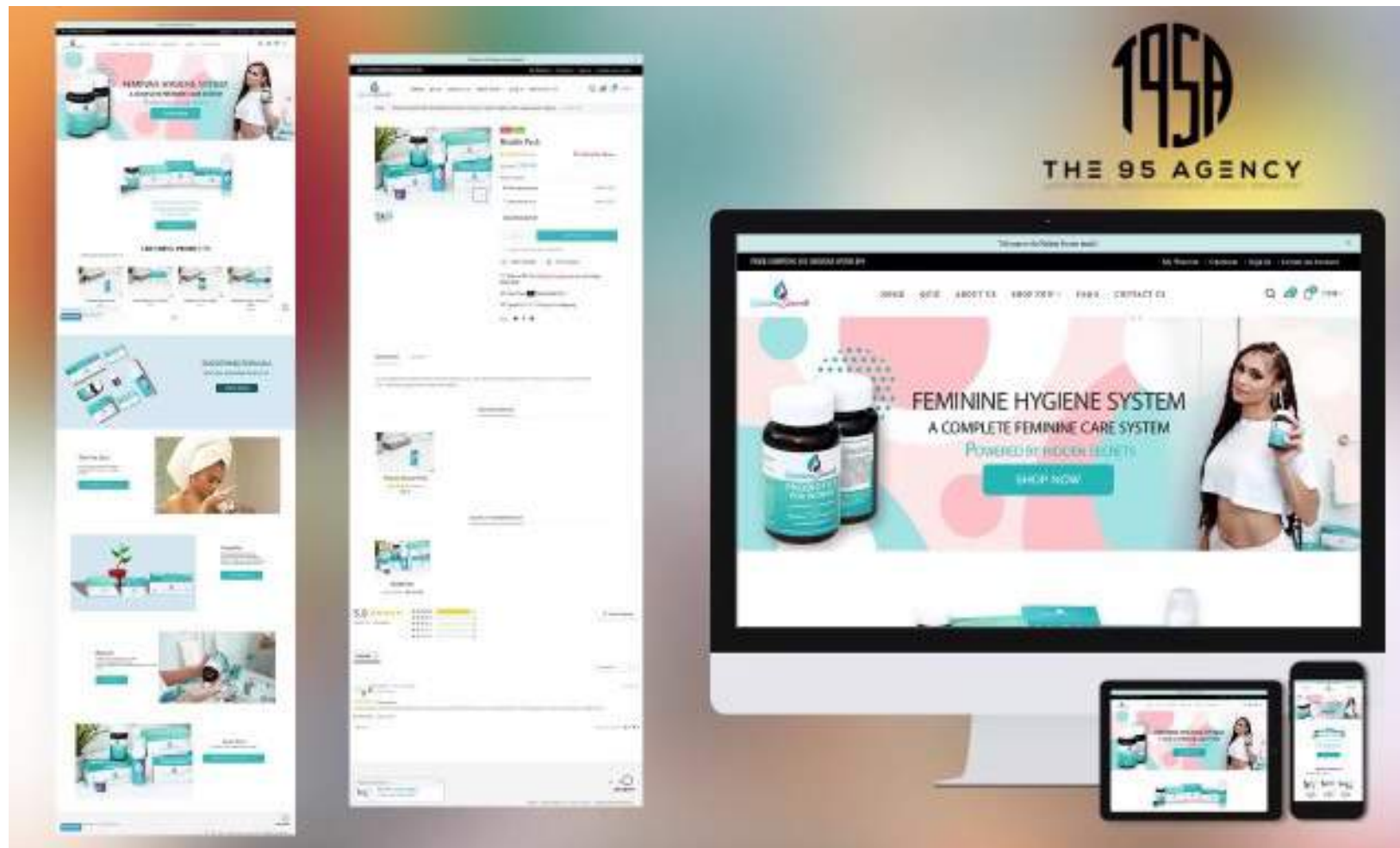
Case Study | Beard Daddy

Beard Daddy's primary focus is on the male cosmetics market in the exclusive all-natural beard grooming products. They help bearded men of all kinds build more confidence & get the best compliments. If a man needs a product that uses the finest all-natural ingredients, this brand is the brand for them. Their product line avoids cheap filler oils, synthetic materials, artificial fragrances, and harsh preservatives.



Services Provided

- Logo design and development
- Brand management and development
- Website design and development
- Package design & production
- Market analysis
- Label manufacturing
- Sample package design & production
- Copywriting
- Trademark submission



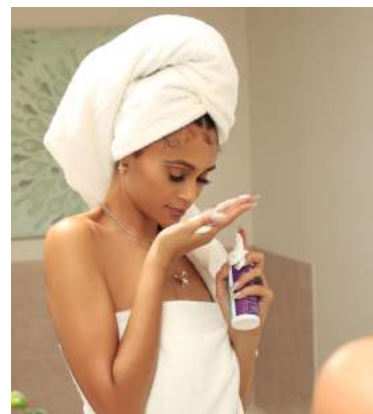
Case Study | Hidden Secrets

Hidden Secrets is a light gentle & non-toxic feminine care product line constructed for every vulva. Our product line consists of 100% natural sanitary pads, natural tampons, natural herbal pantyliners, probiotics, natural suppositories, and natural feminine wash. These products contain pH-balancing probiotics and are gluten-free. Hidden Secrets focuses on feminine products that are soft, lush, and clean care products that cleanse your vulva without compromising your health. Our focus is to create amazing results that are good for the body with no side effects and are necessary for all women.



Services Provided

- Product development
- Brand management
- Formula customization
- Logo design and development
- Photography (branding & product)
- Video (commercial)
- Web design & development
- Business management
- Packaging design & development
- Copywriting
- Creative directing
- Consulting
- Product fulfillment





THE PROJECT

SMM, Branding, Web Dev & UX/UI Design for Refrigerator Cafe

 Web Development, UI/UX Design, Social Media Marketing

 Less than \$10,000

 Jan. - Feb. 2022

Project summary:

A refrigerator café needed help with branding, website development, and SMM. The 95 Agency built the WordPress website from scratch, worked on Instagram and Facebook, and did UX/UI design.

THE REVIEW

"Their branding work and design were outstanding. Everything was unique and original."

MAR 7, 2022

5.0 

Quality: 5.0

Schedule: 5.0

Cost: 5.0

Willing to refer: 5.0

Feedback summary:

In just one month, The 95 Agency delivered a quality website, which generated a significant impact on social media metrics and external stakeholders. The team was communicative, available, prompt, and well-organized. They delivered on time and stood out for their creativity and design skills.

[Read Full Review](#) 



THE REVIEWER

Co-Founder,
Time 2 Eat



Nicole
Blackwell

 Food & Beverages

 1-10 Employees

 Phone Interview 

 Verified



EDDM®

Every Door Direct Mail®

The Most Affordable Way to Send Direct Mail

Reach the whole neighborhood w/ EDDM Postcard Printing and Mailing. A cost-effective way to reach potential customers in your area.

Benefits of EDDM®

No mailing list required

Pay a fraction of the cost of standard bulk mail

Send postcards as large as 9" x 12"

Target neighborhoods by income or household size

What is EDDM®? Every Door Direct Mail® is a new way to think about marketing your business to every door in the neighborhood without the need for specific addresses or names. The United States Postal Service's EDDM® program allows you to have your postcards delivered to individual neighborhoods, using carrier routes.



Case Study | RLHCC

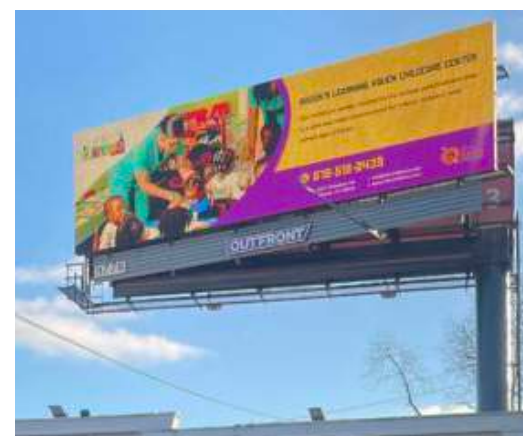
Raven's Learning Heaven Childcare Center, located in the College Park/Riverdale area, is a safe and clean environment for infants, toddlers, and school-age children. The staff is committed to ensuring that every child feels welcomed and has access to the necessary resources for educational development.

Children are exposed to a variety of subjects, including math, reading, social studies, and language arts. These concepts are introduced in the preschool phase to prepare young children for a traditional classroom setting. Raven's Learning Heaven accepts children from 6 weeks to 12 years



Services Provided

- Website design & development
- Brand management
- Billboard placement
- Marketing and advertising
- Design and art direction
- Photography (branding)
- Book design & development



Portfolio



Branding Photoshoot



Packaging Design



Product Photography

You Should Hire Us



Every team member brings their specialties to the table. Our case studies break down some of our accomplishments over the last 5 years.

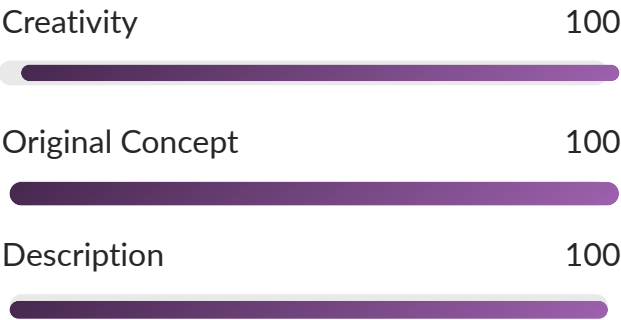


www.the95agency.com



Our Creativity Meter

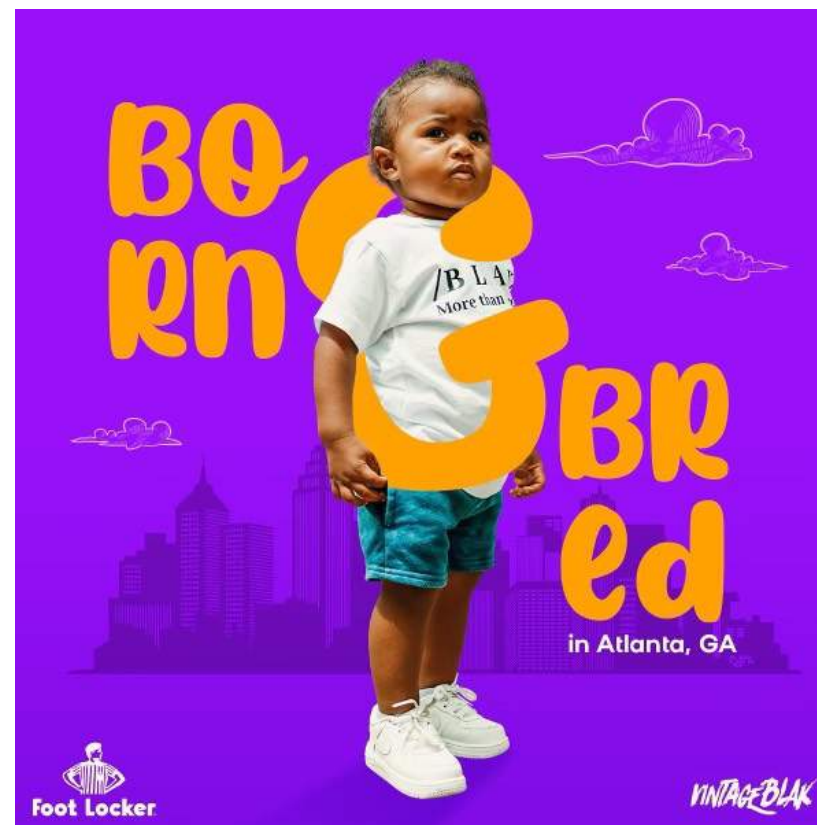
Designing brands is a very complex and multidisciplinary skill. It is related to visual expression, brand personality, and many other aspects that eventually help to create a great first impression and experience with the brand.



Hire Us



We Brand, We Design



Illustration



Before



After



Final Product



VINTAGEBLAK

IS PURE,
IT'S MINE,
IT'S YOURS.
it's BLAK



Foot Locker.



THE PROJECT

Advertising & Mktg for Design & Clothing Brand Platform

 Advertising & Marketing

 \$200,000 to \$999,999

 Jan. 2019 - Ongoing

Project summary:

The 95 Agency has provided advertising and marketing services for a design and clothing brand platform.

THE REVIEW

"The team has worked hard to provide top-notch work."

OCT 27, 2021

Feedback summary:

Thanks to The 95 Agency's efforts, they have worked closely with the client to understand their vision and bring it to life. The team has utilized teamwork to ensure the project's success. Despite their success, they remained dedicated and modest to helping the client succeed.

[Read Full Review](#) 



5.0 

Quality: 5.0

Schedule: 5.0

Cost: 5.0

Willing to refer: 5.0

THE REVIEWER

CEO, Shwcse



Kaven
Wallace

 Business Services

 1-10 Employees

 Online Review 

 Verified



We Do Visuals Too



No Ceilings For Us

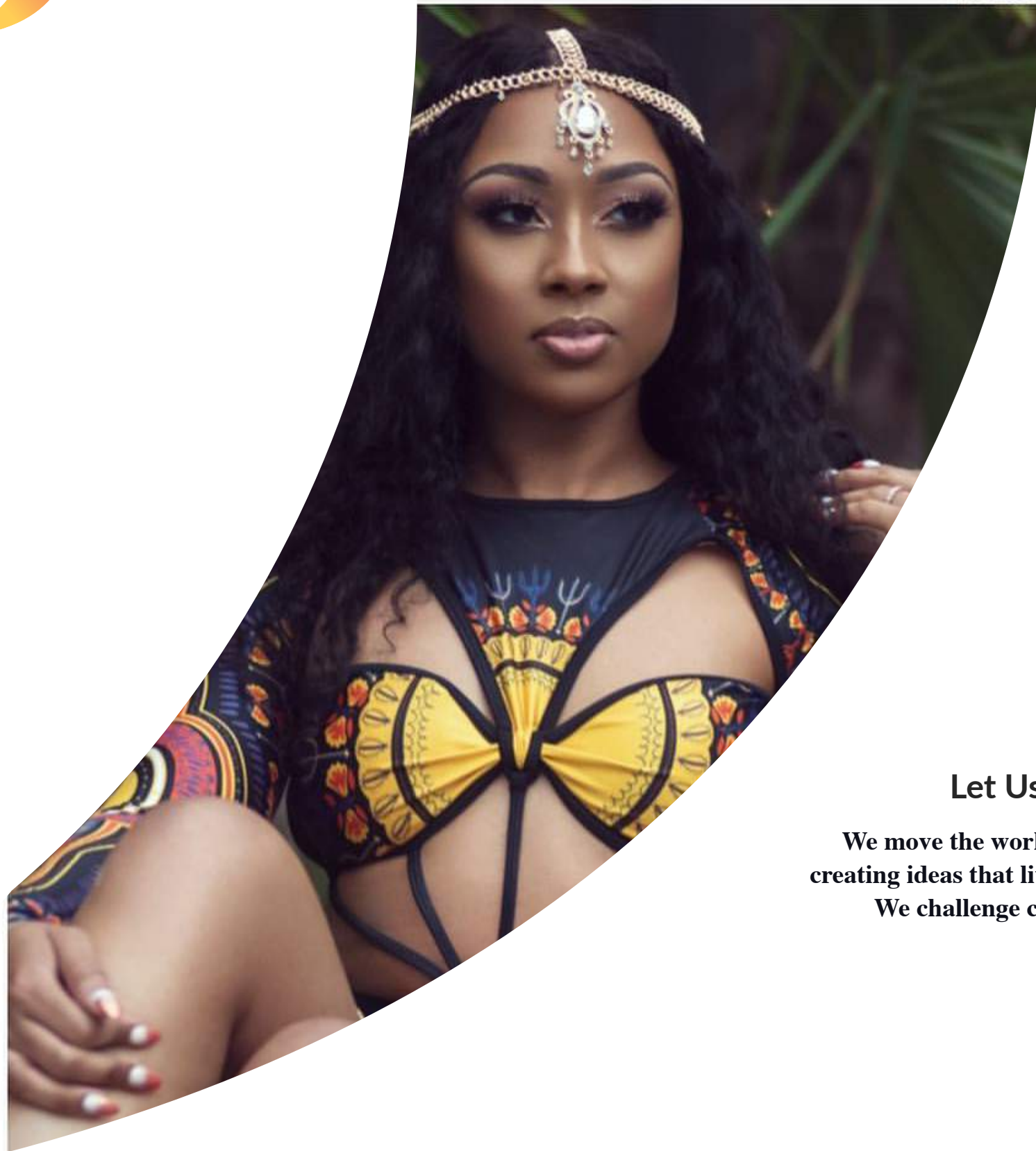
We don't have a type – not a client type, not an industry type, and not a project type – it just doesn't work for us. Working with lots of different people to solve different challenges every day is what makes us great at what we do.

What We Do

Our purposefully essentialized (and fun!) process gets to the heart of what your brand needs while keeping your team engaged every step of the way.







Let Us Be Extension Of Your Brand

We move the world forward by challenging all that's comfortable, creating ideas that live in the culture, and forging profound connections.

We challenge comfortable because comfortable kills brands.

Trademarking



United States of America
United States Patent and Trademark Office

Conchman Conway

Reg. No. 6,716,829
Registered May 03, 2022
Int. Cl.: 30
Trademark
Principal Register

Conway, Roy (UNITED STATES INDIVIDUAL)

Conway, Aragon (UNITED STATES INDIVIDUAL)

CLASS 30: Dipping sauces; Fish sauce; Ready-made sauces; Salad sauces; Shrimp sauce

FIRST USE 2-4-2014; IN COMMERCE 4-28-2014

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT STYLE, SIZE OR COLOR

SER. NO. 90-687,001, FILED 05-03-2021



Katherine Kelly Vidal
Director of the United States
Patent and Trademark Office









About Us

The 95 Agency is a full creative brand and business agency. We work with clients nationwide in both the field of entrepreneurship and entertainment. We pride ourselves on working with the best of the best whether already established or just starting up.



Good Email

info@the95agency.com



Phone Number

(404)-777-6901



Website

www.the95agency.com



VINTAGE BLAK

THIS IS HER'S

Available in all sizes





THANK YOU

www.the95agency.com

