

Hi!

**We are the agency
Fabula Branding**

For 15 years we have been creating successful brand stories based on their values. Our name reflects our conceptual, holistic approach to each project — we reveal the brand story consistently and effectively.

Conceptual, holistic approach to each project.



Every product goes through three stages of evolution. A brand is the highest stage, which gives you the opportunity to influence people, to change their thinking, their attitude to life and to each other. That is why our stories are not about things, but about values.

branding

marketing

product



Values

Our mission is
to reveal and visualize
brand values,
**making the world
a kinder, happier,
more harmonious
place.**

Where does a brand begin?
Some will say audit and positioning.
Some will insist that visuals are
at the heart of it all.

**But we
believe that
a brand
starts
with values.**



A value is a pearl lost in the depths of the sea.

And we are willing to drink the sea
with the client to find it.

01



fabula.

A value is
an essential oil
which gives soul
to a beautiful
flower.

And we invest our soul, nurturing this flower,
revealing its nature.

02



Value is the inner core of a person and a brand.

Knowing it and feeling it means being true
to oneself, strong and leading the way.

03



Elements

Fabula Branding's
approach is based
on the qualities
**of the 4 elements
that exist in nature:
fire, air, earth,
water, aether.**

We are passionate about what we do and we energize and inspire our client's team with our creative energy. Brand building is always incendiary, bright and intense.

**Passion,
inspiration,
passionarity.**

fire

We don't paint a picture, we solve a business problem. And we know that the steep result comes only with effective communication, built on trust and mutual respect.

**Communication,
empathy,
flexibility.**

air

We take responsibility for every step
in branding, for meeting deadlines
and for the image that results.
Clients say that we always do more
than what is agreed upon.

**Confidence,
reliability,
stability.**

earth

To dive to the deepest depth, to see more and think on a larger scale — this is our approach to branding. And at every stage, to remember the main thing — the values and mission for which it is all created.

**Depth,
thoroughness,
harmony.**

water

Aether is the quintessence of our professional and personal qualities. It is the fifth element, which allows us to create a holistic image of the brands we develop.

The fifth element.

aether

This quality applies to our work, to each of us personally and to all the brands we have developed. We generate meanings and build logic so that every detail of the brand reflects its mission and values.

We generate meanings and build logic.

integrity



Advantages

We only do branding. And in this we are professionals, market leaders. Our company is not scattered on non-core types of services. We do our work with quality and great love, in which we are 100% sure.

**We only
do branding.
And in this
we are profi.**

01



Founders and managers of Fabula Branding Dzmitry and Volha Kashkany are personally involved in each project and are responsible for the result.

We are responsible for the result.

02



We use proprietary techniques in brand development, formed on the basis of personal experience and the world most progressive methodologies existing in the field.

We use proprietary techniques.

03



We are responsible for the commercial result. As you know, the damage from bad branding can cost a company dearly — up to minus 30% of turnover. Whereas a quality integrated approach to developing your own trademark allows you to have an additional earnings of 3-5% to 30% of turnover. And all this thanks to the investment in Fabula branding and its subsequent competent implementation.

We are responsible for the commercial result.

04



fabula.

We take a responsible approach to creating not only a visual identity, but also a verbal one. One of the agency's greatest strengths is developing powerful and defensible nyms.

Powerful and defensible nyms.

05



A team of 10-15 specialists with a deep understanding of the task works on each of our projects. Our goal is to offer several options for brand development, and this is only possible in the synergy of including high-level professionals in the task.

A team with
a deep
understanding
of the task.

06



Timing. The maturation period of a project is like the maturation period of wine. We work as long as it takes to do the job at the highest level, we polish the project to perfection, we check every detail and put the cherry on the cake for the finishing touches that only professionals can see.

At the same time, we always adhere to the deadlines agreed with the client and always offer the best possible timings for complex projects.

We polish the project to perfection.

07



Systematicity, coherence, order in the project and client-focused communication are the signature style of our work with the client.

Systematicity, coherence, order in the project.

08



Team

Fabula Branding
is a highly
professional team
of 25 like-minded
people working
in the agency's
office



and more
than 20 other
specialists
from all over
the world who
collaborate
with us
remotely.



The traditions
of the company
are kept alive
by the people
who have
worked here
since its
foundation.



The shared
values and
high level
of awareness
of each member
of our team



as well as the
wonderfully
warm
atmosphere
of our
office space



help us
to create
bright, strong
brands.



Each and every
one of us cultivates
within us **a harmony
and a love for what
we do.**

Today Fabula Branding is a company with offices in Minsk and New York. Our partner from the USA, brand-strategist Andy Germanov, helps us to work in the USA and Europe. The international level of projects is supported by talented specialists from all over the world.

The international level of projects

And a healthy
and creative team
atmosphere is our
charming office
manager Chucky.



How we create brand stories

Chapter 1. Management consulting

Chapter 2. Research & Analytics. Auditing

Chapter 3. Positioning. Brand platform.

Chapter 4. Naming

Chapter 5. Slogan. Communication

Chapter 6. Logo and corporate identity. Packaging design

Chapter 7. UX/UI website design. Digital

Chapter 8. HR-branding.

Chapter 9. Branding of the space. Navigation

Management consulting

How to apply branding correctly to an existing product?
And how do you evaluate the effectiveness of implementation? To help you answer these questions, we offer management consulting services.

Business diagnostics: strategy, model, performance,
definition of pain points and growth points.

strategy → model
→ performance →
definition of pain points
→ and growth points

Chapter 1



Management consulting

- ① Equity strategy
- ② Corporate governance.
- ③ Strategic planning and budgeting.
- ④ Marketing policy, sales and promotion building.
- ⑤ Management of development projects.
- ⑥ Financial and management reporting.
- ⑦ HR management and performance appraisal.
- ⑧ Change Management.

Chapter 1



Research and analysis. Audit

We help you find them and create a powerful strategy. Our marketing team conducts market and competitor research, studying global trends and consumer behaviour.

We also organize focus groups, conduct surveys and analyze the product comprehensively.

Brand integrity starts with brand values.

Chapter 2



Research and analysis. Audit

Each of our clients is confident:

- ① We will do even more than necessary to achieve the brand objectives.
- ② We won't leave out a single detail.
- ③ We use the most effective research methodologies, including tools of our own design.
- ④ We will not leave the client alone with a huge presentation of research results – we will be sure to explain, draw conclusions and make recommendations.



Chapter 2

We will take into
account the client's
suggestions and
wishes, **because**
we understand:
the brand is
a part of their life.

Positioning. The brand platform

Just like a person, a brand has its own goals and values, character and tone of voice. In humans, all of this is shaped at a genetic level and in the process of learning about the world. Brands, on the basis of positioning and brand platform.

Brand goals and values, character and tone of voice.

Chapter 3



Positioning. The brand platform

Our team:

- ① Will develop a thoughtful, research-based brand platform.
- ② Propose 4 or more striking and working positioning concepts.
- ③ Unlocks brand value potential, helping to move beyond product and marketing.
- ④ Builds a brand pyramid that will keep the client engaged for years to come.

Chapter 3



Naming

A brand comes alive when it is called by name. Naming by Fabula Branding is more than just a list of suitable names. It is a chain of successive steps in which the depth, uniqueness and harmony of the designed names are reinforced by their protectability.

**Uniqueness,
harmony,
protectability
of names.**

Chapter 4



Naming

Our names:

- ① Developed by a team led by Fabula Branding founder, certified nymaker Volha Kashkan, based on author's techniques.
- ② Names undergo vigorous professional screening, with around 40 linguistic and marketing filters, after which more than 10 of the strongest names are presented to the client.
- ③ They contain Big Idea, with shades of meaning that translate brand values.

Chapter 4



Naming

Our names:

- ④ They are created with the intention of being transformed into a logo.
- ⑤ They have the potential to create striking communications based on them.
- ⑥ Preliminary and final protection checks are carried out, allowing the trademark to be registered in the markets that customers require.



Chapter 4

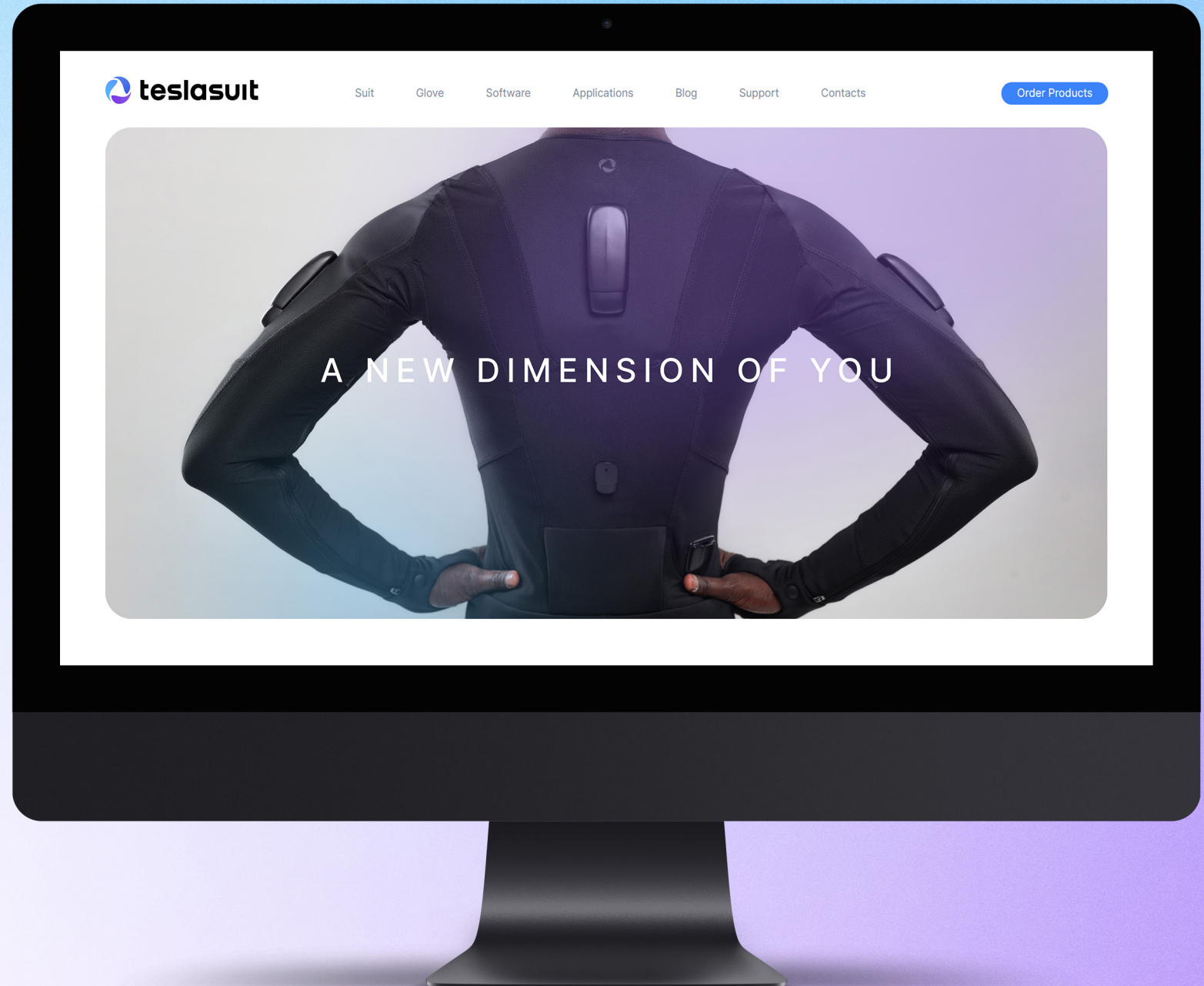
Slogan. Communication

A slogan is a brand's first words, and communication is an opportunity to communicate with the world and make itself known. We are happy to give brands a voice.

The communication we create always complements, reveals the name and harmonizes with the visual image.

We are happy to give brands a voice.

Chapter 5

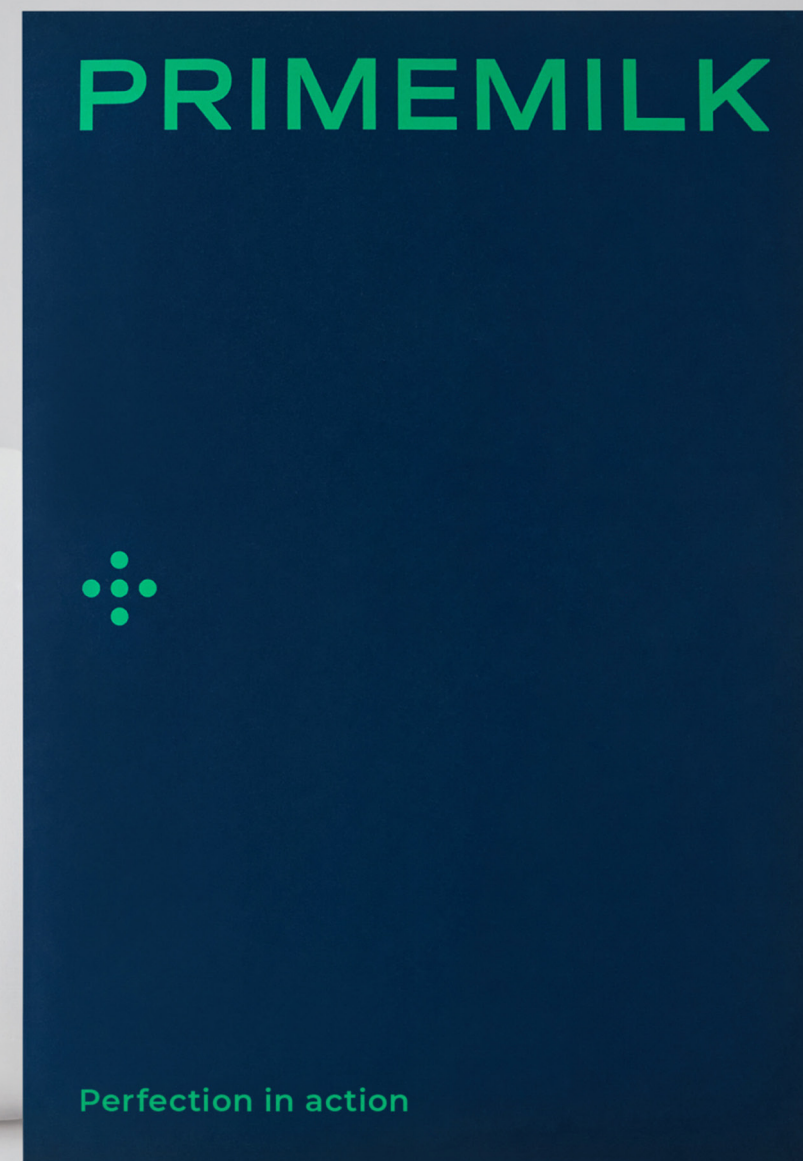
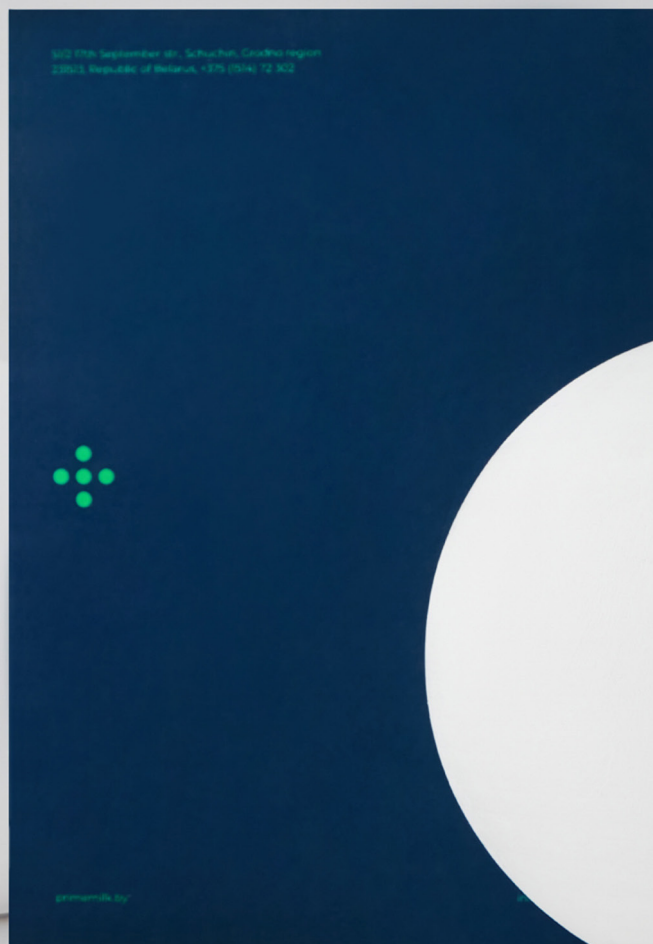


Slogan. Communication

We create slogans in different languages — our portfolio includes vibrant messages in Russian, Belarusian, English, Italian.

Create slogans in different languages.

Chapter 5



Slogan. Communication

- ① We develop communication platform and strategy which makes the brand integral.
- ② We create over 200 variants of the slogan, from which we subsequently choose the best 20 for presentation to the client.
- ③ We carry out 3 or more brainstorming sessions to reach the most creative solutions.



Chapter 5

Logo and corporate identity. Packaging design

We believe that beauty and substance are two sides of the same coin. We believe that the truth is in their harmonious union. To create it, our designers dive deep into the project in search of solutions that will not only work, but also be aesthetically pleasing:

**beauty and
substance are
two sides of
the same coin.**

Chapter 6



Logo and corporate identity. Packaging design

- ① We offer 4-5 design concepts to choose from, each of which we are 100% sure of.
- ② We find the most creative solutions within the given brief.



Chapter 6

Logo and corporate identity. Packaging design

- ③ Already on the concept stage we offer options for the development of corporate identity on different types of media.
- ④ We actively use shelf tests to demonstrate packaging concept-designs.
- ⑤ Strict adherence to deadlines.



Chapter 6

UX/UI website design. Digital

When you entrust us with the creation of a website, a video or the design of a social networking site, you can be sure: we will not only make it beautiful and convenient, but also take into account all the requirements of the brand book.

**We immerse
the user in the
brand atmosphere
with every detail
of our solution.**



Chapter 7

UX/UI дизайн сайта. Digital

We'll do:

- ① Site prototype and design, as well as copywriting appropriate to the positioning.
- ② Videos for product presentation.
- ③ Concepts for social media design.



Chapter 7

HR branding

The HR brand is the heart of the company.
Its mission, values, character help it beat
harmoniously to its own rhythm.

A strong HR-brand
has its own language
understood by
like-minded people,
its own style,
its own opinion.

Chapter 8



HR branding

For our clients we create:

- ① A positioning that "highlights" the company's strengths.
- ② A communication strategy that helps to unite and motivate the team.
- ③ A recognizable image.
- ④ A brand space where you feel comfortable to work and relax.
- ⑤ A merch that the team will love.



Chapter 8

Creating and developing an HR brand is a long and interesting journey.

Accompanying clients along the way is a great joy for us.

Space branding. Navigation

We want the space to speak the language of the brand. We want every detail to guide, to inspire, to set the mood.

And we have all the resources to do this.

**We want the
space to speak
the language
of the brand.**

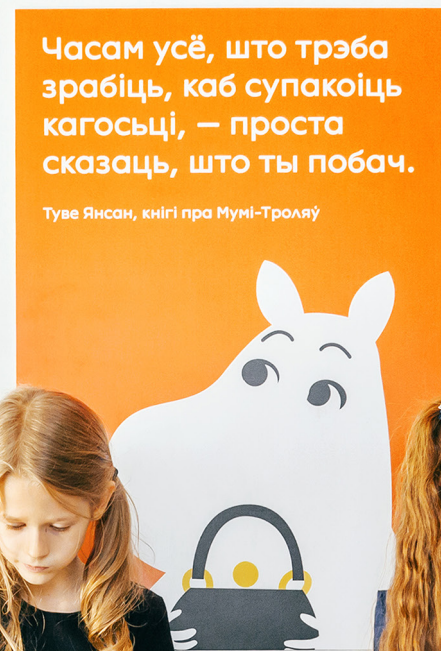
Chapter 9

Space branding. Navigation

We design:

- ① Space design.
- ② Planning and technical details.

Chapter 9



Space branding. Navigation

We design:

- ③ Navigation for offices and residential areas.
- ④ Branding of equipment, uniforms, POSM.

easy
SOUP.



easy
SOUP.

easy
SOUP.

easy
SOUP.

easy
SOUP.

Chapter 9

12 countries,
we already work with →
607 brands created →
2035 design projects
completed →
737 names and slogans
developed
and registered.

Festivals

We believe
that beauty
should
be viable.



All of our
solutions
can be launched
on the market
today —
they will work.



THE DIELINE
AWARDS

fabula.

Over the years,
we have
not created
a single concept
suitable only
for festivals.



pentawards

And yet
the projects
that can be seen
on the shelves



pentawards



have earned
a number
of prestigious
international
awards.



Thanks.