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mayd

We elevate bland brands.

Over the past two decades, our Brand Strategists have been crafting remarkable brands through strategy, storytelling, and design. We've had the privilege of working with some of Australia's most infamous and iconic names, alongside the up-and-coming challengers making their mark. At Mayd, our special sauce lies in partnering with growing businesses, understanding that as they expand, the spotlight on their brand (and reputation) intensifies.

Big dreams, small budget? Meet Mini Mayd.

Encapsulating our world-class branding formula into a compact, affordable package, our Mini Mayd provides the core elements to building a cohesive and compelling brand. Ideal for growing businesses (revenue sub \$1M) that are ready to transform their brand to match their mission, our Mini Mayd packs a proverbial punch.

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Who is the Mini Mayd for?



- Growing businesses
- Revenue sub \$1M
- 1-2 major competitors
- 3+ years in business

What do you get?

STRATEGY

- 1 x 1 hour Zoom workshop.
- 6 customer interviews.
- Competitor review.
- Strategy on a page.
- Positioning pillars.

MESSAGING

- Brand Story (up to 200 words).
- Key messages (up to 200 words).
- Written in tone of voice.
- Includes 2x revisions.

BRANDING

- Logo x 2 options.
- Colour palette and font recommendations.
- Basic look and feel application.
- Simple brand guidelines.
- Includes 2x revisions.

GET BIG AGENCY
OUTCOMES SANS THE
BIG AGENCY PRICE TAG

\$9,997+GST

[BUY NOW](#)

Or contact us for more info
hello@brandsbymayd.com

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Ready to Roll Out your Mini Mayd?

We've created a complete DIY kit to help support you in the successful implementation of your new branding. Tailor made to the Mini Mayd deliverables, we provide a step-by-step guide to implementing your new brand from the inside, out.

PACKAGE 1

Roll Out Rookie

\$399+GST

We've been building and launching brands for 20 years and have made the mistakes so that you don't have to. In our Roll Out Rookie, we provide the exact steps to taking your new Mini Mayd strategy and branding to market.



EP 1: NOW WHAT?

Putting together your plan of attack.



EP 2: TURNING YOUR STRATEGY INTO ACTIONS.

Strategy is worth little if it doesn't execute. We'll show you how to make those words matter.



EP3: MESSAGING, MESSAGING, MESSAGING.

Getting the message out there in as many places as possible.



EP4: BRANDING YOUR BUSINESS - MORE IS MORE!

Taking your new brand assets and rolling them out across your entire business.



EP5: LAUNCHING LOUD!

How to take your new brand to market in the most impactful way.



EP6: REFLECT AND REPEAT.

How to keep the brand alive and relevant long term.

PACKAGE 2

Roll Out Assist

\$799+GST

- Entire 'Roll Out Rookie' DIY kit
- 2 x 45 mins sessions with your Brand Strategist (via Zoom)
- 5% off future Mayd services
- Access to the Mayd Marketplace (coming soon)

MAYD

MINI




mayd

live +
breathe.

YOGA

CLIENT: LIVE AND
BREATHE YOGA
SERVICE: MINI MAYD
PROJECT: 4 WEEKS
EXAMPLE OF SOME OF
THE DELIVERABLES.



-  Your body.
-  Your story.
-  Our community.

Every body has a story. Every body is unique. That's why at Live and Breathe Yoga, we understand that yoga is not a one-size-fits-all practice. Whether you're recovering from an injury, a retiree seeking to stay active, a busy mum in need of 'me' time, or a stressed executive looking for balance, we cater to all stories.

APPLICATION

