



# BRANDDNA

## DNA THERAPY FOR BUSINESS™

The Cirlot Agency's CABrandDNA™ is strategic and creative methodology for bringing management's vision to life. By exposing your company's potential, we turn management's vision into actionable strategy that brings your brand ... and the DNA that makes it unique to life.

The proprietary process begins with a day – or two or three – spent in a strategy session in which we identify and closely examine the traits that set your business apart. This is done to establish a foundation for your brand and to create a formula that will allow it to evolve. Again, the CABrandDNA™ process is proprietary to The Cirlot Agency. If you're interested in putting your business under the microscope to analyze its growth potential, give us a call. We're ready to roll up our sleeves and get to work.



**THE CIRLOT AGENCY**  
INCORPORATED

GLOBAL BRAND STRATEGY • INTEGRATED COMMUNICATIONS • BUSINESS DEVELOPMENT

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