



DAVIS COPELAND

BRAND DEVELOPMENT CONSULTING



ABOUT DAVIS COPELAND

*“PROMOTE YOUR BRAND
INCREASE YOUR REVENUE”*

We are a boutique brand development company passionate about helping organizations succeed in a competitive marketplace.

Assisting companies in the Hospitality, Automotive, and Retail sectors add value to their customer experience.

We ensure your brand presents a consistent message and creates familiarity within your target market.



www.daviscopeland.com

416.450.3632



ADDING VALUE



These two words while individually simple in combination represent the ability of your brand to thrive and succeed in a competitive marketplace. Our company is committed to enhancing the value your brand currently provides to your customers.

Service Delivery and Approach

Partnering with clients to identify and connect with companies that can provide top of the line products and services. Our creative, out-the-box thinking helps us find ingenious ways to promote your brand and innovative solutions to challenges your brand might be facing.



DAVIS COPELAND CAPABILITIES

BRAND BUREAU

The Brand Bureau focus is on the big picture and the overall strategies for brand development such as:

- New Product Development
- Brand Ambassador
- New Market Penetration
- Hourly Brand Development Consulting
- Client Retention
- Client Acquisition
- Sales Effectiveness
- SWOT Analysis

IMAGE BUREAU

The Image Bureau will assist you to ensure your brand is effective. We look for areas of opportunities such as:

- Image
- Safety
- Compliance
- Product Placement
- Impeccable Brand Audit
- Customer Service Effectiveness
- Secret Shopper
- Act of Noticeable Kindness



MAKING CONNECTIONS & DELIVERING RESULTS



Connecting brands with companies that offer exceptional products and services, enabling the brands to tell their story and connect with customers.

Our approach is based on the user experience feedback. Partnering with our clients to **acknowledge, engage, and connect** with new or existing products and services that add **value**.



i M P E C C A B L E

WHAT IS IMPECCABLE?

Created to assess your overall service delivery. Engaging feedback to maximize your brands potential by uncovering opportunities for improvement using the following criteria:

- Image
- Brand Compliance
- Guest Satisfaction
- Employees Satisfaction

Our Brand Audit will assist your brand to deliver a flawless service experience to your customers and returning clients.



DAVIS COPELAND CONCEPTS

Idea Bureau | Collaborative

Our Concepts + Your Business Model = Mutual Success

col lab o ra tive

/kə'lab(ə)rədiv/

adjective

"Produced or conducted by two or more parties working together."

In its applied sense, "collaboration is a purposeful relationship in which all parties strategically choose to cooperate in order to accomplish a shared outcome."

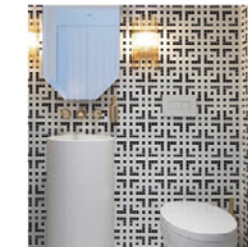
Some of Our Concepts:



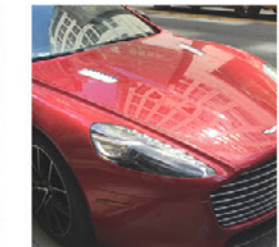
BRAND
AMBASSADOR



DESK SPACE



THE MATUSE
COLLECTION



PROFILE & POSE



SALON VISION



DAVIS COPELAND CLIENTELE

INDUSTRIES SERVICED

Hospitality | Retail | Automotive

CLIENT LIST

Intercontinental Hotel Bloor Yorkville | Thompson Hotel | Marriott Bloor Yorkville
The Westin Prince Hotel | Northwest Lexus | Fone Saver Corporation
Fallsview Casino | Century 21 Innovative



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