



# YOUR BRAND SHOULD BE DRIVING YOUR ORGANIZATION FROM POINT A TO B.



We build brands that move organizations forward, towards their unique vision & goals.

Conspire delivers *strategy, design & marketing* that moves people by connecting them to purpose. We believe that brands built on purpose have the power to change the world - because if you can move people, then you can move mountains.

It's your journey. We'll be the guide.

## *on Purpose*

STRATEGY

*BrandGuide*  
+ Agency

*BrandCamp*  
+ Workshop

*BrandKit*  
+ Resources

## FORMATION

+ naming  
+ messaging  
+ identity

## STORYTELLING

+ campaigns  
+ branded content  
+ marketing

## CREATIVE SERVICES

+ graphic & web design  
+ environmental design  
+ video & motion graphics  
+ copywriting  
+ presentations

# AGENCY FAQ



## HOW LONG HAS CONSPIRE BEEN IN BUSINESS?

Founded by Jeremy Mumpower in 2013, Conspire has focused on strategy-driven branding since the very beginning.

## HOW MANY PEOPLE WORK THERE?

We are a small agency with big-time capabilities – a handful of full-timers who are experienced at bringing the right team (instead of irrelevant overhead) to the table for each unique client and project.

## DO YOU HAVE THE RIGHT EXPERIENCE?

We have strong B2B and B2C experience. Through our work in multiple contrasting verticals from tech / startups to food & bev., we know that the fundamentals of great branding always apply to businesses or organizations trying to reach their goals. Our niche is working with people who believe the untapped power of their brand can get them over the top.

## HOW DO YOU DETERMINE PRICING?

We make industry-best branding processes and capabilities available to businesses of all sizes. Because of our scalable offering, team, and low overhead, we know for certain that we are a huge value relative to other agencies that deliver the same standard of work - anywhere in the world.

**Project-based engagements** are estimated at our fixed rate of \$145/hr. Project-based budgets also have a fixed bottom line - once a project begins we will never ask for more money unless we agree that our scope of work needs to change.

**Retainer-based engagements** are calculated at a discounted hourly rate. The level of value clients enjoy from their monthly retainer services is proportional to their level of commitment to Conspire as their ongoing branding and creative services partner.

## HOW LONG WILL MY PROJECT TAKE?

Every client and project is different, and as a small business our bandwidth can change quickly and affect our speed to deliver, but an ideal branding engagement with us can take 6-10 weeks.

## WHAT WILL MY R.O.I. BE?

This is a complex question, so sometimes we answer it by asking questions that put value into the proper context:

- + *What if your culture fostered more inspired employee work, and reduced the headaches / expense of turnover?*
- + *What if your sales people / processes were twice as effective and your customers would gladly pay higher prices?*
- + *What if your brand was one more people were excited to be associated with? What would positive disruption of the marketplace do for your organization?*

Additionally, when it comes to ROI in branding, we know it's hard to make promises... that's why we believe it's important for us to do just that for our clients when others can't or won't.



Check out M.U.G. Guarantee: [www.conspire.agency/guarantee](http://www.conspire.agency/guarantee)

## HOW GOOD IS YOUR WORK?

Conspire is an award-winning agency & has been recognized nationally among the best in the branding industry by organizations such as Graphic Design USA and BizX America.



## WHAT ARE YOU LIKE TO WORK WITH?

We are Midwestern creatives at heart, with heart. We are hard-working, kind, honest, personable, passionate and dedicated - and we all believe in the potential of your brand to be the vehicle to take you where you want to go. We're here to put you in the driver's seat.

## WHAT'S A PROJECT LIKE?

Collaborative. Inspired. Methodical. Fun. Our team puts everything we have into even the smallest projects, because we know if we can earn it, there is an opportunity to share in the long term success and growth that can come from building your brand on purpose.

## HOW DO I GET STARTED?

Brands that have changed the world have been inspired by sharing simple ideas. Coffee's always on us. Just reach out:

1 888 208 5109 \ HELLO@CONSPIRE.AGENCY

"...Doing better by our people empowers us to be better for our clients. Conspire helped us create the a brand experience that is the catalyst behind our culture."

**Katie Robinson**  
Partner / CMO, Fortuity

"The Conspire team took our blurry vision and helped us develop a sharpened brand that we are very proud of."

**Tom Ayers**  
Partner / CMO, Ill Mannered Brewing Co.

"From the beginning, Conspire has understood what our company is about. They are passionate in their efforts to bring our brand to life in new ways."

**Matt Smith**  
Co-Founder, SafeRingz