

Brand Strategist Egle Karalyte Launches Brand Strategy Kit

Through Kickstarter, Karalyte launches her toolkit designed to facilitate the branding process to help companies shape their brand in 3 hours.



Los Angeles, May 14, 2019 (Issuewire.com) - Shaping a Brand in Just Three Hours.

Crystallizing her fifteen years of international branding and digital experience, Taika Ström's founder Egle Karalyte helps brands wade through the muck and come out bearing shiny pearls. Through Kickstarter, Karalyte launches her toolkit designed to facilitate the branding process. This way, the kit reaches out to designers, strategists and marketers wanting to uncover their client's brand essence quickly and playfully.

Brand briefs can be tedious. Most times, they are full of paradoxes ('we want innovative yet trustworthy'), clichés ('young and dynamic') and overall vagueness. If you're not too keen on playing buzzword bingo while your client is laying their cards on the table, the Brand Strategy Kit will let you reshuffle the stack, finding tangible ways for your client to articulate their aspirations.

In designing the [Brand Strategy Kit](#), Karalyte leverages her 15 years of experience playing tugboat for clients from Adobe to Rana Salam, leading them away from tricky shores to the clear, open waters that are well-defined brands. "I'm on a mission to empower the impact-makers out there to level up their brands and catch the next wave of their dreams," she says.

It's all in the box.

This Kit is as flexible as it is modular. Each tool is there to guide creatives, marketers, and clients through the entire branding process, in search of an identity that rings true, creating a branded product or service that drives people to take action.

To get there, proven-to-work processes are outlined in the workbook, that comes with a set of cards focusing on tone of voice, style and brand's personality traits. In short: all tools that let you brainstorm without being blown in all directions.

"This kit is a fun way to facilitate your brand strategy exercise," Karalyte says. "The hardcore theory is in there, of course, but the cards turn this delicate endeavor into something more playful, bypassing all the seriousness that is often implied in tailoring a brand."

One box and three hours, that's all you need.

The Brand Strategy Kit saves both designers and strategists time as well as head-scratching troubles by making options tangible and concrete. Whereas Behance, Pinterest and other tools to put together a mood board feed you an endless scroll of possibilities, this toolkit jump-starts you in the right direction faster by narrowing down your scope. In the box, you'll find six buoys to keep you afloat.

- **The Branding Workbook** turns your troubled waters crystal clear, determining your brand proposition one step at a time.
- **The A2 Brand Canvas Template** is your summarized Bible: everything you decide from now on will be based on this single, clearly delineated framework.
- **40 Brand Personality Cards** gauge your core values. Define who you are, what you stand for and how you'll approach any challenge that crosses your path.

- **15 Tone of Voice Cards** will help you find yours. Through real-life, relatable examples, you'll pinpoint the right voice for your brand.
- **200 Style Cards** with hand-picked design samples curated from around the world will save you loads of surfing. Your mood board starts right here, right now.
- **The Brand Cards Box** serves as your treasure chest, holding just the cards that tell your brand's story. In other words: aces!

In short, the Brand Strategy Kit ensures smooth sailing for any branding project, cutting branding time in half and making any branding decisions easier to follow for everyone involved. Designers, strategists, and marketers are invited to participate in the Kickstarter campaign, running from **May 21st to June 20th**.

About Egle Karalyte and Taika Strom

Egle Karalyte has been catching waves of creativity with other makers out there on almost every continent for the last 15 years. Together with her team—a brand agency she dubbed [Taika Ström](#)—she has helped impact-makers, creative teams and progressive brands to surf even higher waves of success. She has made a splash in working with Adobe, Cooper/Designit, The New School, Rana Salam and other brands which make waves worldwide.

CONTACT

For interviews, imagery and further information, please contact

Kate Leighton

kate@riverwoodenterprises.com

Phone/Text: 780-906-6347



Media Contact

Riverwood Enterprises Inc.

Kate@riverwoodenterprise.com

780-906-6347

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