

Maximise the impact of your brand

Is your brand cutting through?

Have you lost focus on what makes your brand special?

Do you stand out among peers?

Today, B2B and corporate brands must work harder than ever to stand out. Many brands sound alike, relying on generic messaging that fails to deliver real business value. In a crowded marketplace, getting brand-building right isn't just important – it's essential.

That's where we come in. Our **Brand Boost** review provides objective feedback to help move your brand and communications forward, ensuring you cut through the noise and achieve real impact.

What is our Brand Boost review?



This is a unique opportunity to have your brand objectively reviewed by experts in B2B and corporate branding. We will first hold a briefing with you to understand your challenges and priorities. We will then carry out an audit of your brand against your peers – covering creative and messaging across your communications.

After our audit, we will run a two-hour workshop for your team where we:

- present our analysis of your brand and communications in relation to your peers
- review and discuss your brand and communications challenges
- explore what you could be doing going forwards

What you'll get:

- an objective view of your brand and communications from corporate and B2B brand experts
- actionable insights benchmarked against your peers to help sharpen your brand
- a unique opportunity to take stock, reflect and decide how to elevate your brand in 2025

Interested in finding out more? [Contact us.](#)

The team



Anna Tugetam
Director of Brand

Anna leads the Luminous brand team and has 15 years' experience in helping B2B and corporate brands change and transform. Her experience is broad and global: from spin-offs and M&As and creating brands from scratch, through to creating campaigns and implementing brands and communications strategies. She partners with leadership teams and senior decision-makers to shape brand, marketing and communications strategies that ignite change.



Mark Litchfield
Executive Creative Director

Mark leads Luminous' design team. With 16+ years' experience working for leading London agencies, he works with clients to deliver design solutions that combine craft and ideas. Mark has created award-winning work for brands across multiple sectors, including IMI, Sky and Aston Martin.

