

RDL*B



THE DIGITAL REVOLUTION CHANGED EVERYTHING AND THE FASHION INDUSTRY IS NOT AN EXCEPTION!

More than ever, we see new brands in the streets every day.

New brands that in many cases don't count on a big budget but they still look great!

Many of them succeed.

Many of them disappear.

But what are the key factors that make some last and others to simply die?



In our experience, the brands that really succeed are the one that make a REAL CONNECTION with the consumers. The ones that really looks different. The ones that have a strong story behind them. This is where RDLB comes to action!

Logo

Many brands first find a name and then try to transform this into something cool... **WRONG WAY GUYS!** BEFORE registering a name, we must understand the reason why this brand exists... then (just then) we will be able to find the name that will really help build the reputation of the company. A name that will explain the meaning of the brand by itself and in an easy way.

Web

Besides thinking about the experience of your physical store, you **MUST** think about the experience of your online store or the website of the brand. Everything communicates something! Let's plan in advance what the perfect home is for your brand.

Store Design

Yes, location is key, we know... BUT for many cases, if our concept is just amazing and the product is really particular, people will come to us! Let's build an amazing shopping experience! Let's cover every single detail from the words of the employee to the last smallest details.

Social Media

It's not about likes, it's about creating an emotional connection that brings people close to you through the same thinking. Utilizing social media correctly can help you reach views and connect with your followers personally. Anyone can publish a picture but not everyone knows how to keep the essence of the brand in each post.

Influencers

The new marketing trend! But wait! Not all of them bring value to your brand. In fact, choosing the wrong ones could cause a negative effect. Influencers are becoming the voice of brands and social media is the new way of connecting and communicating with your clients. But social media without strategy is nothing! A good communication strategy can go a long way for your brand.

PR

Nowadays, content is KING and our agency is mostly powered by this motto. We focus on creating amazing content for our clients and presenting a well-guided strategy to deliver this content the best way possible. We've mastered how to create events and actions that represent real news and publicity, valuable content that becomes newsworthy.



RDLB.Agency services include corporate and product revamping, marketing strategy, competitive analysis, brand positioning, graphic design, creative content, and more importantly, brand storytelling.

RDL*B

848 Brickell Avenue
Suite 1015
Miami, FL 33131
(305) 373 5757
@rdlb.agency