

LUNCHBOX

AT LUNCHBOX, WE DESIGN BRAND WORLDS, NOT JUST BRAND GUIDELINES



A BRAND WORLD
IS THE LIVING
SYSTEM PEOPLE
STEP INTO.



THE STRATEGY, EXPRESSION,
EXPERIENCE AND PROOF
THAT MAKE A BRAND REAL.

BRANDS ARE NOT MADE IN THE BOARDROOM



They are shaped by the public. In feeds, in shops, in service moments, in comments sections, in stories people tell their mates, and in all the tiny split-second judgments people make when they come across you in the wild.

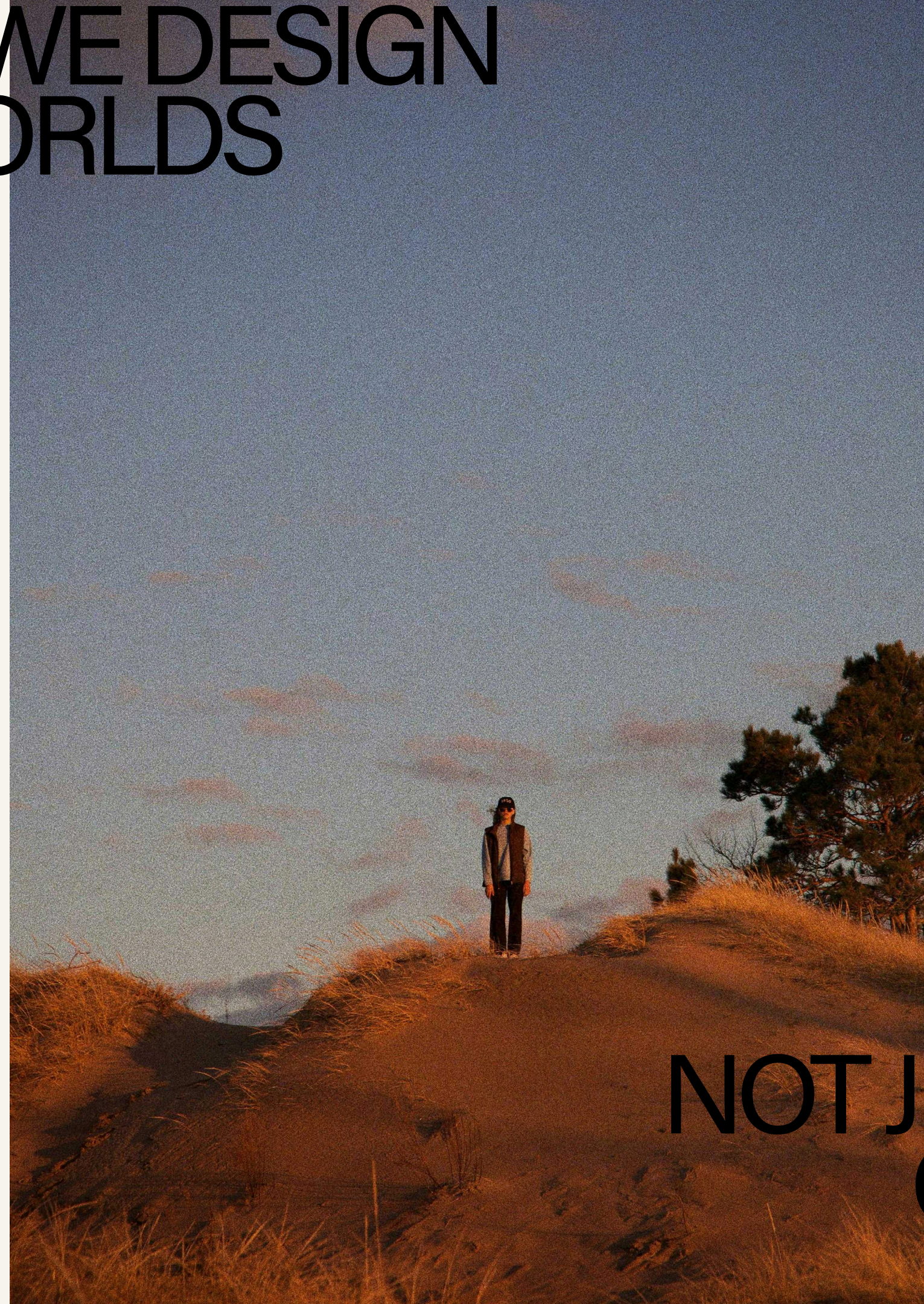
In the world of 'integrated,' 'full-service,' 'innovative' agencies, the cold hard truth is that a lot of branding still ends up as a beautiful deck and a tidy handover document with not much life beyond it.

The strategy and assets get signed off. Everyone is very pleased with themselves. Heads nod around the room. Someone says, "this feels really us", and that is that.

And then, the whole thing gets zipped up into a deck, parked in a folder, and slowly begins its descent into digital compost. A few months later it is only opened to grab a logo, check a colour code, or onboard the new social agency.

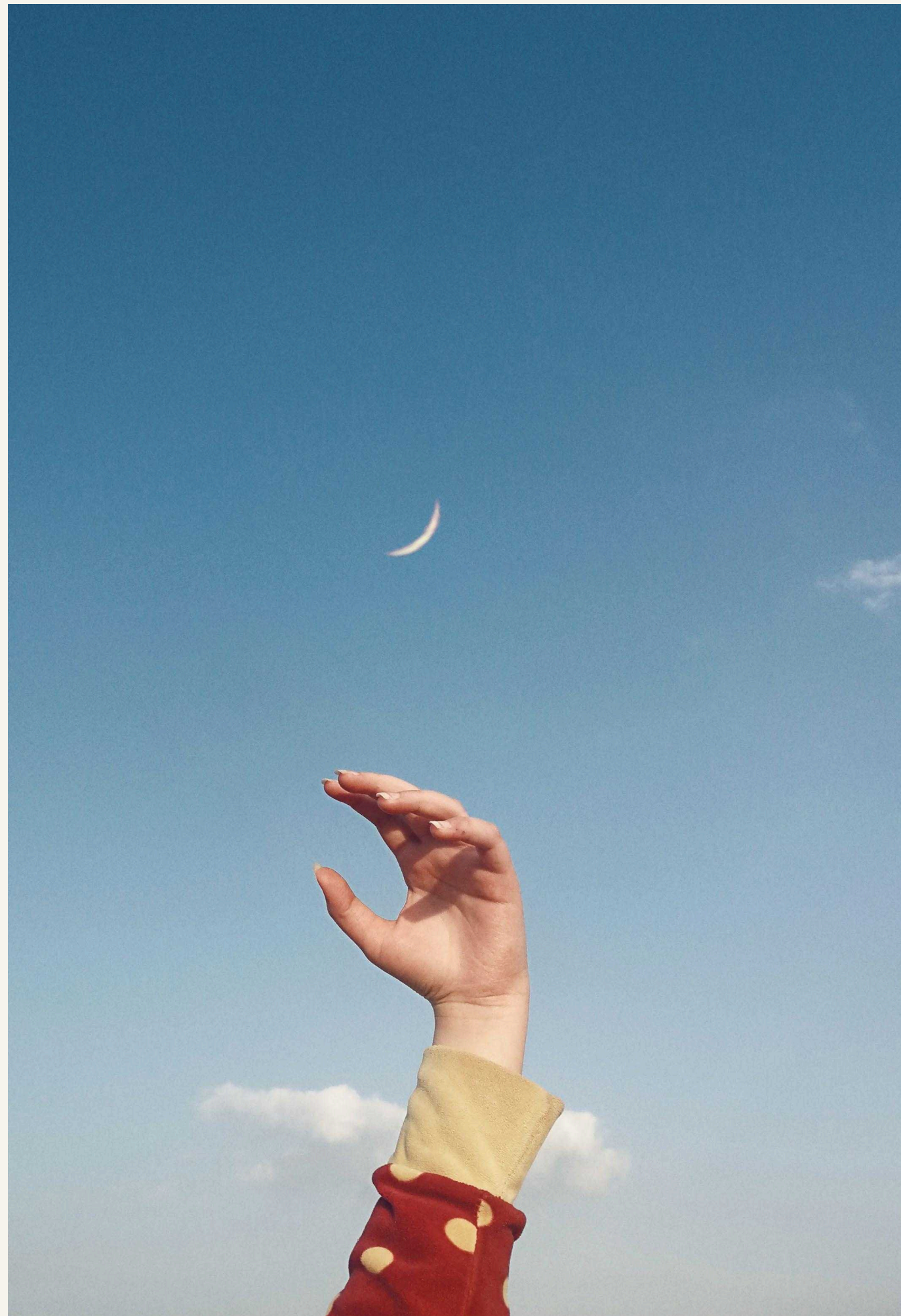
Which is a shame, because that is not how brands are actually made.

THAT'S WHY WE DESIGN IN BRAND WORLDS



NOT JUST BRAND GUIDELINES

LESS SELF-INDULGENCE, MORE COMMERCIAL IMPACT



Whilst thorough, we do not agonise over indulgent existentialism by spending four months working out 'Who are we?' What do we stand for? What are our values?'

This intense introversion is the equivalent of spending six months journalling, meditating, travelling to Nepal, and doing breath-work, then turning up to the pub expecting everyone to instantly find you magnetic.

Fair play on the self-awareness. But have you actually considered how you come across?

How about becoming a brand that people enjoy hanging out with?

Because let's be honest, nobody is sat there admiring your brand values.

LETS LOOK AT THE NUMBERS

Almost 9 in 10 consumers believe brand messaging does not resonate with their needs and values.

88%

EY Future Consumer Index, 2025

Brands with stronger cultural connection can grow 25% more than competitors.

25%

WARC, 2025

CX leaders achieved more than double the revenue growth of CX laggards between 2016 and 2021.

>2X

McKinsey & Co, 2023

Three quarters of consumers are loyal to a brand because of excellent customer service, while 74% build loyalty through regular interactions with a brand's online content.

75%

Tenet Global, 2025

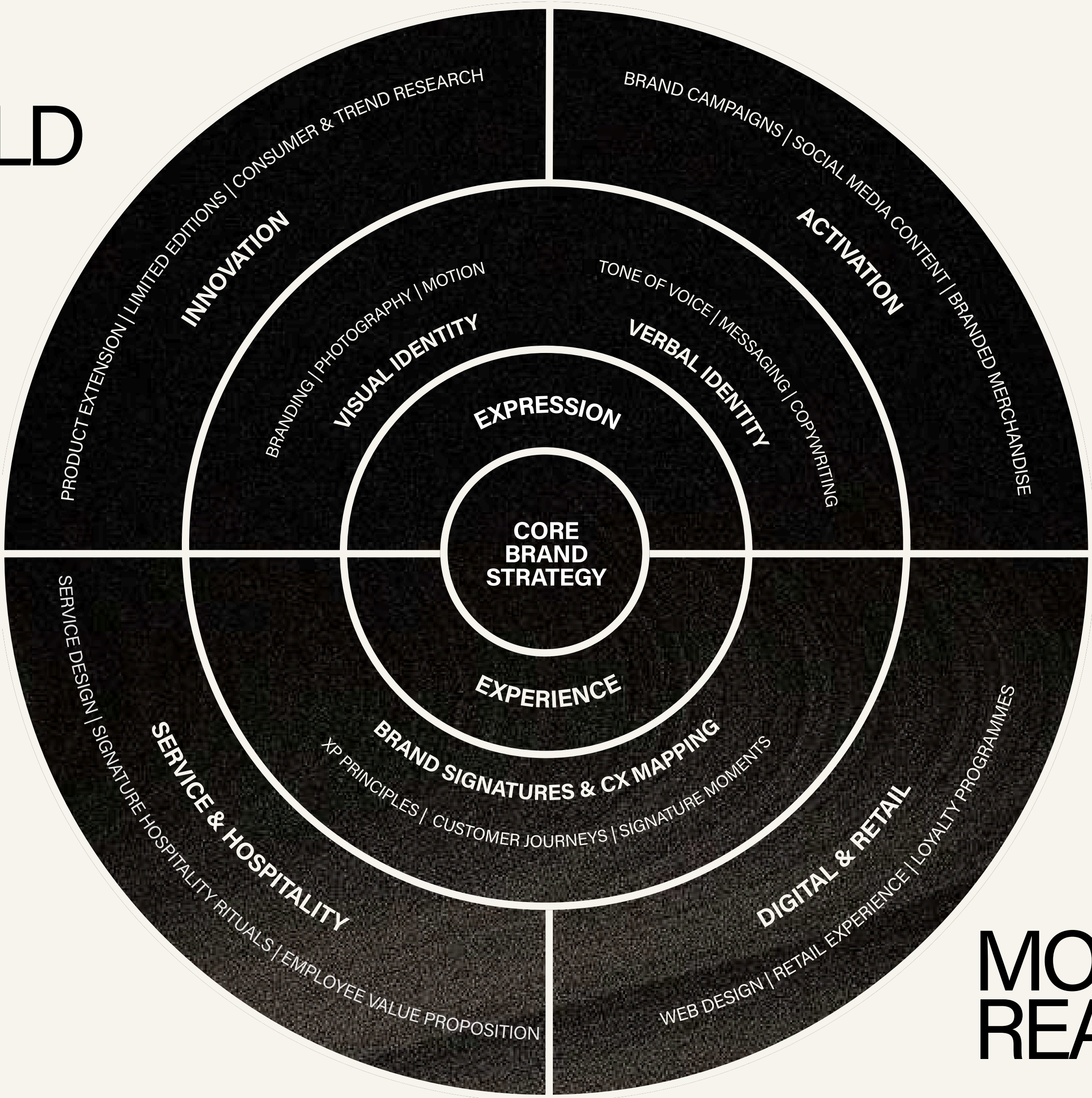
SURE, A BRAND SAYS WHO YOU ARE. BUT A BRAND WORLD PROVES IT BEYOND DOUBT



Over here at LUNCHBOX, we work hard to define who you are, but we work harder to bring that to life in real-terms.

Brand Worlds connect who you say you are with how you show up, so you're not just understood in theory, but felt in practice.

MORE BRAND WORLD



Brand Worlds are robust and actionable as they identify weak spots and build out the right solution.

Brand Worlds move outward, with strategy at the core. Into expression. Into experience. Into service. Into content. Into retail. Into digital. Into all the places where a brand stops being a claim and starts becoming something people can actually feel.

MORE REAL-LIFE IMPACT

BRAND VALUES

- 01. FEAR INDIFFERENCE
- 02. PURSUE MEANING NOT CONVENIENCE
- 03. DON'T COMPARE, CREATE
- 04. BE PRECISE IN YOUR SPEECH

Want to know more?

Coffee?

Beer?

Both?

Neither?

What about a hike?

GET IN TOUCH

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