



# Brand & Packaging Audit

Identify • Enhance • Build • Improve

Uncuva, an **award-winning** design and digital marketing agency based in Ipswich, is proud to offer a bespoke Brand and Product Packaging Audit service designed to help local businesses thrive.

Est. 2009 →

270+ Clients



**UNCUVA**  
FLEXIBLE FINANCE



## SEO & Digital Marketing

We're innovators and leaders in SEO space. We're Ranking Local and Nationwide Businesses 1st on Google - Can Your Digital Marketing & Web Design Agency in Ipswich Do That? Well, Uncuva can!



## Web Development

Transforming clicks into quotes and customers! With sleek UX design, seamless navigation, and cutting-edge functionality, we craft beautiful websites that captivate your audience and convert browsers into buyers.



## Branding & Packaging

An Award-Winning Branding & Packaging Design Agency. We strengthen your big idea to produce the most robust packaging and brand identity. We create a frame that reflects your brand positioning and makes room for market adoption and scaling.

# 01.

# Identifying Pain Points

**Identify • Enhance • Build • Improve**

Over time, inconsistencies and design flaws can creep into your brand and packaging, leading to a disjointed customer experience. Our audit service identifies these pain points, whether they stem from outdated designs, unclear messaging, or lacklustre packaging materials. By addressing these issues, we help you create a more cohesive and appealing brand presence.



Issue Finding



Discovering Pain Points

Why? →

[Our Process](#)



# 02.

# Enhancing Brand Strength

**Identify • Enhance • Build • Improve**

Your brand is more than just a logo; it's the story and values you convey to your customers. A strong brand resonates with its audience, fostering loyalty and recognition. Our audit delves deep into your brand elements, from colour schemes and typography to messaging and imagery, ensuring they align with your brand's core values and market position. Strengthening these elements enhances your overall brand identity, making it more memorable and impactful.



Brand Alignment



Market Positioning

Why? →

Our Process



# 03.

# Building Customer Trust

**Identify • Enhance • Build • Improve**

Consistency and quality are key to building trust with your customers. Discrepancies in your branding or packaging can confuse customers and erode their trust. Our audit service ensures that every aspect of your brand and packaging consistently reflects your commitment to quality and reliability. This consistency helps build and maintain customer trust, encouraging repeat business and positive word-of-mouth.



Consistency



Trust Building

Why? →

Our Process



# Improving Conversions

**Identify • Enhance • Build • Improve**

Ultimately, the goal of any brand and packaging strategy is to drive sales. Effective branding and appealing packaging can significantly influence purchasing decisions. By refining your brand and packaging elements, we help you create a more compelling and persuasive presentation of your products. This can lead to increased conversions, higher sales, and a stronger bottom line.



Compelling Story



Conversions

Why? →

Our Process



# 05.

## Initial Consultation

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We start with a detailed consultation to understand your brand, your goals, and any specific concerns you have about your current branding and packaging. This helps us tailor our audit to address your unique challenges and objectives.

[Our Process](#) →

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# 06.

# Comprehensive Analysis

**Identify • Enhance • Build • Improve**

Our team conducts a thorough analysis of your brand and packaging. This includes reviewing your logo, colour palette, typography, imagery, messaging, and packaging materials. We also assess how these elements compare to industry standards and competitor offerings.

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# 07.

# Identifying Opportunities

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Based on our analysis, we identify key opportunities for improvement and any pain points that need to be addressed. This includes recommending changes to enhance brand consistency, improve packaging functionality, and better communicate your brand values.

[Our Process](#) →

[Why Us?](#)





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# 08.

# Strategic Recommendations

**Identify • Enhance • Build • Improve**

We provide you with a detailed report outlining our findings and strategic recommendations. This report includes actionable insights and practical steps you can take to enhance your brand and packaging.

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09.

# Implementation Support

**Identify • Enhance • Build • Improve**

We don't just leave you with a report; we offer support to help you implement our recommendations. Whether you need design services, brand strategy advice, or packaging redesign, our team is here to assist you every step of the way.

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# 10.

## Why Us?

**Identify • Enhance • Build • Improve**

Uncuva's award-winning team combines expertise in design and digital marketing to deliver exceptional results. Our Brand and Product Packaging Audit service is not just about identifying problems; it's about creating opportunities for growth and success. We understand the unique challenges faced by local businesses and offer tailored solutions that drive real results.

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11.



# About Us

## Award Winning Agency

Uncuva is a Multi-Disciplined, Full-Service Digital Marketing, Branding and Web Design Agency located in Ipswich. With over 15 years of experience, Uncuva has collaborated with numerous established brands in UK and Europe. Our distinctive approach and impactful strategies have helped many clients in expanding their businesses and achieving growth.



Growth Focus



Clear Communication



Innovative Approach



Passionate and Creative

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# Contact Us

## We Build Better Brands

Uncuva aims to be a new and fresh take on the traditional creative / digital / marketing agency model. Uncuva works with a wide variety of companies, from local start-ups to multi-nationals. Our mission is to elevate your brand, captivate your audience, and drive meaningful results through a harmonious blend of creativity and strategic thinking.



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