



# FIFTY FACTS

THE BUILDING BLOCKS OF BRAND STORY

Brands continually forget to remind audiences what makes them special...even when it's needed most. Every day, essential, trust-building information is left out of major content, or buried in boring prose.

*Fifty Facts* is a branding/copywriting service that brings essential brand information to life and gives communication teams more ways to use it where it counts.

We identify the ideas that make your brand compelling, then turn them into punchy, stand-alone segments. Relatable, inspiring ideas—expressed in one clear voice.

Our short, engaging text segments focus attention on what matters most, and make it easy to reinforce key messaging across a range of platforms.

*Fifty Facts* is a vital resource for communications teams. Use it to create easy access to key talking points, and add depth to formulaic, functional messaging.



A toolkit for stronger, smarter messaging:

- ✓ Diverse content, deep insights
- ✓ International, contemporary voice
- ✓ Reinforcing brand essentials

*Fifty Facts* gives brands the tools to strengthen and diversify messaging with immediate effect.

Today's content jungle makes information "chunking" an essential skill. We package your brand's story into tight, memorable chunks: building blocks made for repeated use.

We write your stories/your voice in crisp, clear English. Each carefully crafted segment (around 30 words) is designed to build connection across marketing touchpoints:

- Social media posts
- Media kits
- Email editorial
- Editorial + content plans
- Product descriptions/SEO
- Training materials
- “About Us” content
- Presentations

**“Gavin is good at getting to the heart of a brand and expressing it in authentic, engaging ways.”**

Giuseppe Aquila, C.E.O./Creative Director – Montegrappa

### CORE PACKAGE

- Cost:** €1,500
- Duration:** 2-3 weeks
- Includes:** Briefing; research; interview; creative origination; presentation; revisions
- Excludes:** Travel (where required)

### EXPANDED PACKAGES

- One-hundred Facts
  - Implementation assistance
  - Translation services
  - Image research/association
- Pricing on request

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## Crescendo Brands



COMMUNICATION · INNOVATION · EXPRESSION