

about us and our service offerings

Concept Branding Group is an internationally recognized branding, marketing, and operational consulting firm working with forward-thinking clients, business leaders and their teams to unleash their full brand potential – inside their organizations, marketplaces, and all points of contact with their audiences. We look at your world with a fresh, informed, unvarnished, and imaginative point-of-view. And it is only then that we reveal possibilities that challenge and elevate expectations. Ultimately, we inspire alliances and new avenues for growth by creating powerful brand strategies and solutions markedly improving brand strength.

Some of our clients joke that it's a soon-to-be patented combination of listening, insight, innovation, and imagination. On the one hand grounded in market, consumer and client realities – yet committed to discovering and creating new ways to express and engage audiences in our clients' brand stories. Our work is:

real: genuine to our client's organizations and brands, and grounded in consumer insight

simple: driving-off power, singular ideas

distinguishing: from category norms

results focused: formal or informal, qualitative or quantitative

If we're not creating movement and creating innovative results, we're not doing our job.

Whether you are just starting out forming your life dream's new business, looking for answers to operational challenges, seeking new ways to market to an expanded demographic, expand the positive awareness of your brand and key people within your organization, or looking for some simple thoughtful counsel on how to better position your organization for growth, our range of consulting services can be tailored to your exact needs and budget.

global locations

United States: Washington, D.C. | Boston | Kennebunkport | Palm Springs

Worldwide: Montreal, Canada | Bali, Indonesia | Nuremberg, Germany

contact us

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brand development & engagement

We assist forward thinking businesses in building out the essence of what makes them unique and able to add real value to their customers.

community relations

We work with our clients to help develop programs that help them meet their marketing goals while promoting their positive contributions and connections to their communities – showcasing the positive impact of jobs, community support and local team member involvement.

industry relations

Whether you work with governments, trade groups or other organizations, our consultants are equipped to help all parties further industry relations with greater speed and ease.

intelligent creative design

A company's brand identity should reflect and emphasize the intrinsic qualities that the company considers to be important, so that it sends out the right message to prospective audiences.

organizational development

We work with our association, nonprofit, trade group and membership organization clients to help develop internal brand reinforcement infrastructure systems and platforms. Concurrently, we promote the positive contributions and connections with your target communities and industries.

hospitality consulting

With time-tested operational experience in restaurants and lodging properties, our consultants are able to deliver operational advice to management seeking to improve the overall hospitality experience for guests – and to improve the bottom line.

restaurant consulting

Most restaurateurs operate so close to their restaurants that their view of the dining experience often differs greatly from those of their guests. Restaurant tune-ups provide ownership and management with a fresh set of experienced eyes.

Concept Branding Group specializes in examining, refining and expanding brands for start ups, small and large businesses, trade associations, and non profit organizations. With more than 175 years of combined expertise, our firm works with forward-thinking clients, entrepreneurs, business leaders and their teams to unleash their full brand potential.
www.conceptbrandinggroup.com