



The most powerful brands convert their truth into their audience's belief.
Innovative and disruptive challenger brands need this power most.

Funded startups at Series A investment stage

Innovators or disruptors with persuasion challenges who need to move beyond a basic visual brand identity to a more sophisticated message

Service: Brand platform creation to position you distinctively to your audience

Growing B2B SMEs needing brand refresh

3-5-year-old businesses with small marketing departments who haven't continuously updated their brand or adopted a campaign approach.

Service: Brand asset refresh or new marketing campaign design

Mature B2B SMEs lacking customer focus

Year 5 + businesses who haven't linked brand with CX in a meaningful way to create a truly-engaged customer community as brand advocates.

Service: Behavioural science application to customer communications



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What Sufu clients say

"He's cut right to the chase of who I am, what the brand does, who it serves and how it directly relates to each of those markets."

Dave Plunkett, Founder
Collaboration Junkie



"Rebranding our business needed to be done right and done fast. It was executed flawlessly."

Harry Helsby, Co-founder
Arcilla Property Partners



How powerful is your brand identity?

Answer 20 questions and discover your brand's strengths and weaknesses

This will help you see where to focus your efforts and how to succeed in building your brand from good to great.

Take the Scorecard