



Novella[®]

BRANDHOUSE

Capabilities 2025

We're Novella Brandhouse.

We are a boutique, WBE-certified branding-focused, full-service ad agency developing brand architecture, creative marketing campaigns and content for organizations that are scaling or rebranding.

When you work with the Novella team, your experience feels personable with open access to senior people who are in tune with your challenges, flexible to your needs and armed with a fresh perspective to new ways of building your brand.



Why choose Novella?

Because brand strategy drives everything.

Strategy: Great brands grow here.

Our brand strategy process is designed for scaling and established companies to develop effective brand messaging and on-brand visuals. We love solving problems as much as we love being creative.

Creative: Strategy in action.

We combine beautiful brand elements and messaging into campaigns that move audiences. And, the visual suites we create are designed to adapt with you so that your brand is top-notch no matter where it's displayed, be that a website, social media, a billboard, or in print.

Team: Passionately focused on your brand.

Our team is small and nimble by design. We don't have to navigate layers of company policies to serve you. We can make meaningful decisions on the fly and offer you dynamic solutions throughout our relationship with you.

We've got the proof.

Over the years, our process has not only proven successful for clients but also has picked up a few industry awards along the way, 42 to be exact.

While shiny accolades are pretty awesome, at the end of the day, our efforts are always driven by your goals. We're here to help you boost the bottom line, expand your mission, and grow your business.

AMERICAN INSTITUTE OF GRAPHIC ARTS (AIGA)

BUSINESS MARKETERS ASSOCIATION (BMA)

INTERNATIONAL ASSOCIATION OF BUSINESS COMMUNICATORS (IABC)

THE NON-PROFIT CONNECT PHILLY AWARDS

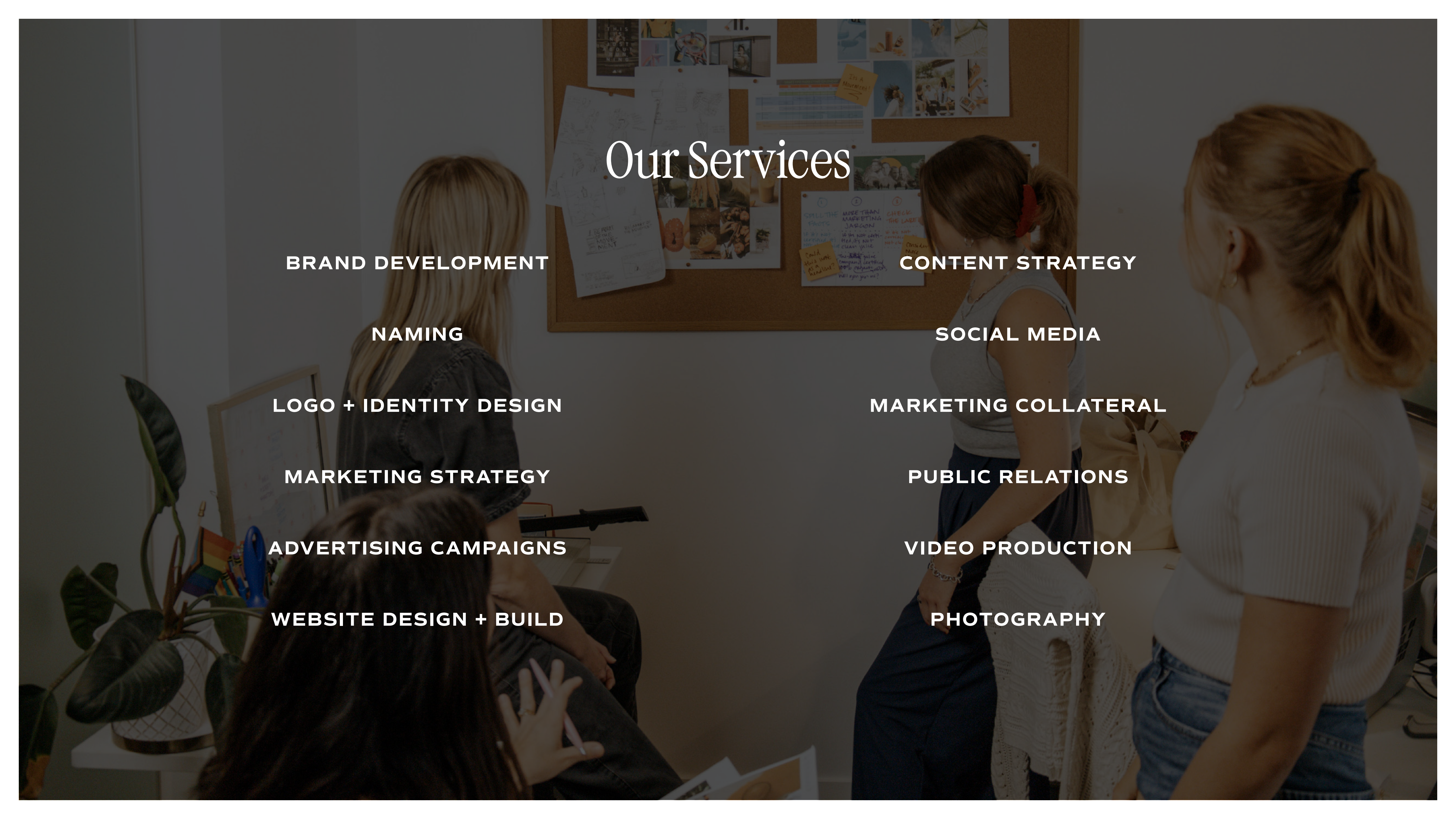
PUBLIC RELATIONS ASSOCIATION OF LOUISIANA

KC PRESS CLUB

PRINT MAGAZINE REGIONAL DESIGN ANNUAL

PRSA

SOCIAL MEDIA CLUB OF KANSAS CITY



Our Services

BRAND DEVELOPMENT

NAMING

LOGO + IDENTITY DESIGN

MARKETING STRATEGY

ADVERTISING CAMPAIGNS

WEBSITE DESIGN + BUILD

CONTENT STRATEGY

SOCIAL MEDIA

MARKETING COLLATERAL

PUBLIC RELATIONS

VIDEO PRODUCTION

PHOTOGRAPHY

CAPABILITIES

Brand Strategy + Identity

When it comes to brand architecture, we believe in the power couple of creative and strategy. Every design and every word is carefully selected to define your brand.

At the Brandhouse, we work with you to create a name, devise a brand strategy (identifying your target audience and positioning), establish your brand look, write your brand narrative, build your photo library and set style guidelines to ensure your branding is consistent.



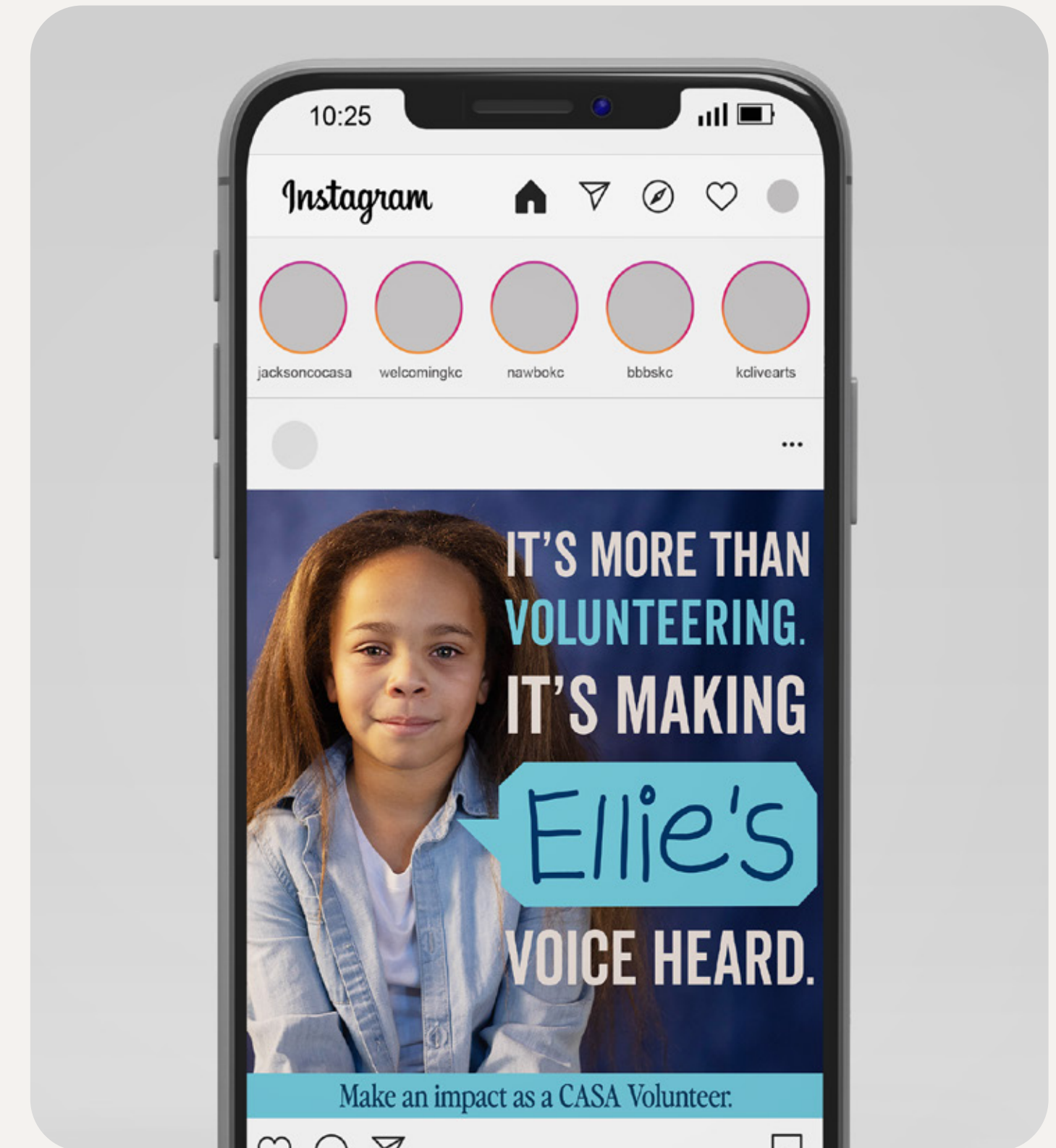
CAPABILITIES

Marketing & Ad Campaigns

We find the right media mix of traditional and digital marketing to keep you on-brand and meeting your goals and objectives - and let's not forget, budget.

You can't be everywhere at once, but you can be in the right place at the right time. That's what good marketing strategy does, it sets you up for the perfect shot.

Our strategic marketing is always driven by our clients' goals. We're here to help boost the bottom line, expand missions and grow businesses.



CAPABILITIES

Design

Good design tells a story. From first impressions to lasting taste, you need a visual suite that encapsulates who you are succinctly.

Our award-winning team of designers marry the narrative with the visual. Our artistic expertise and love of type come together to create your brand across all customer touchpoints.

We build you a library of ready-to-go designs, messages and images to use however you see fit – in your website, social media, brochures, marketing materials and more.



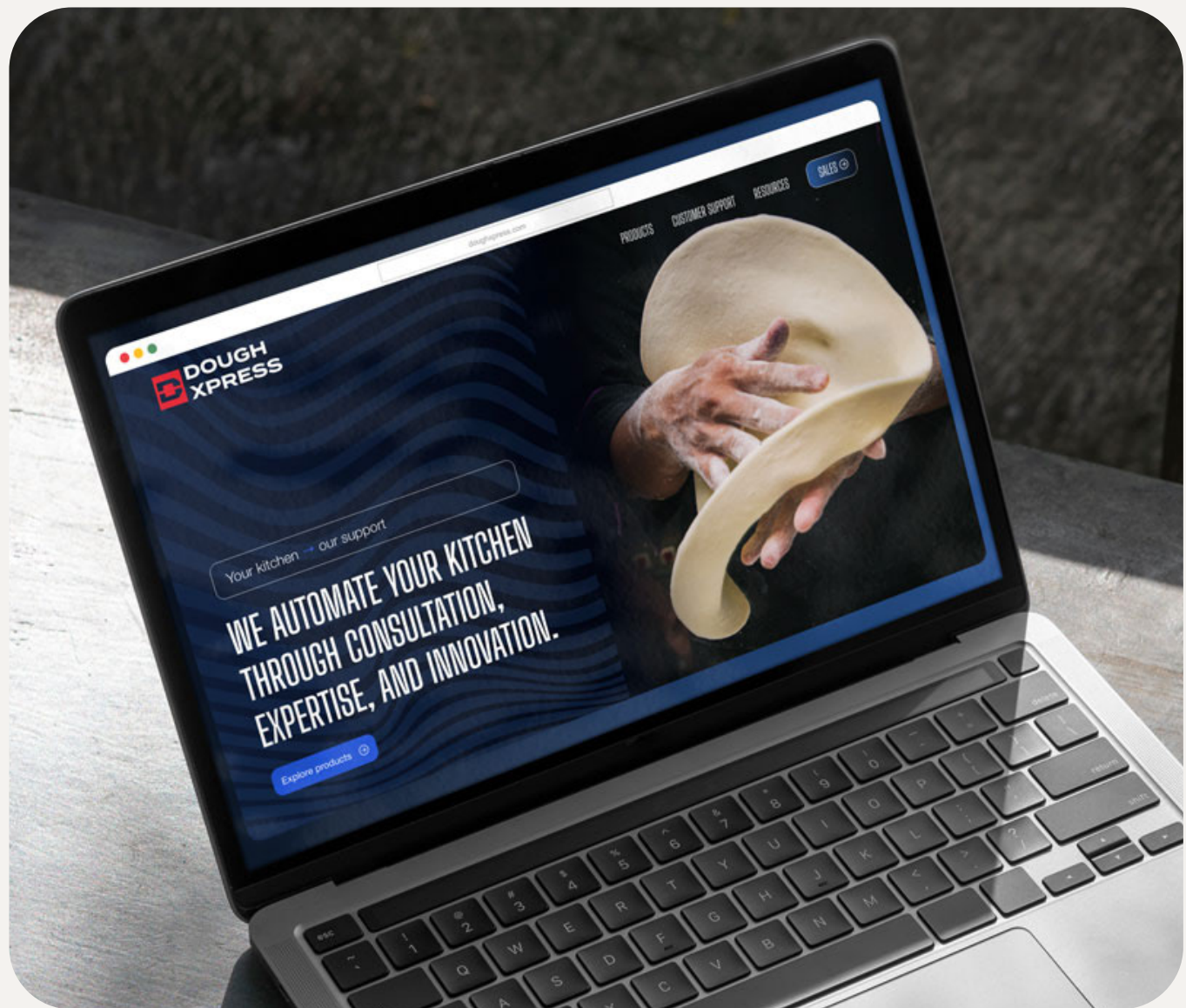
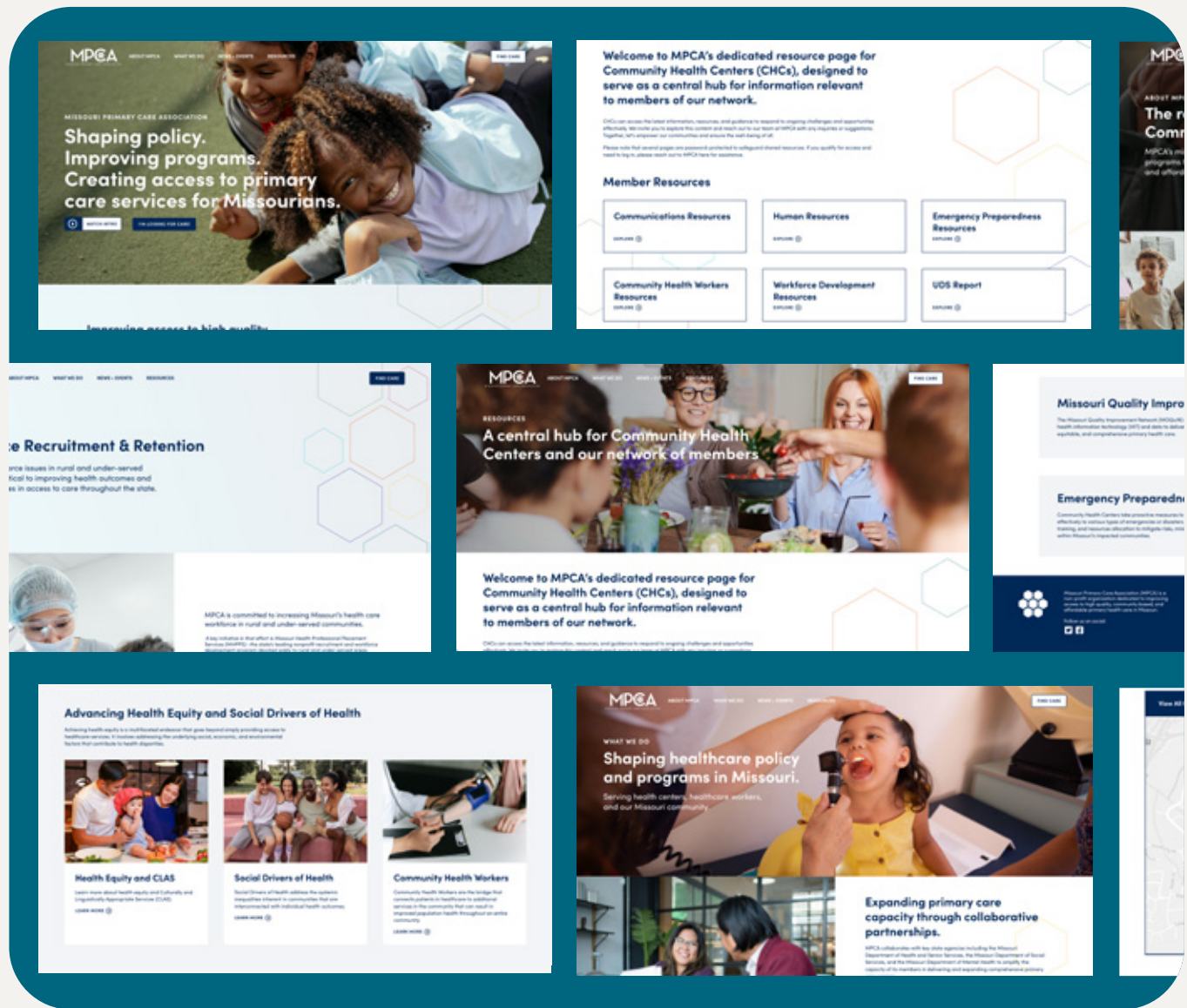
CAPABILITIES

Website

A website is your 24/7 billboard to the world. A commercial always on-air, always running. We create websites and digital properties that are on-brand that speak to your target audience.

We build mobile-friendly Wordpress and Shopify websites that are as impressive as you.

Not only do we set you on the right path, but we offer continued support long after your website and digital communications are up and running.

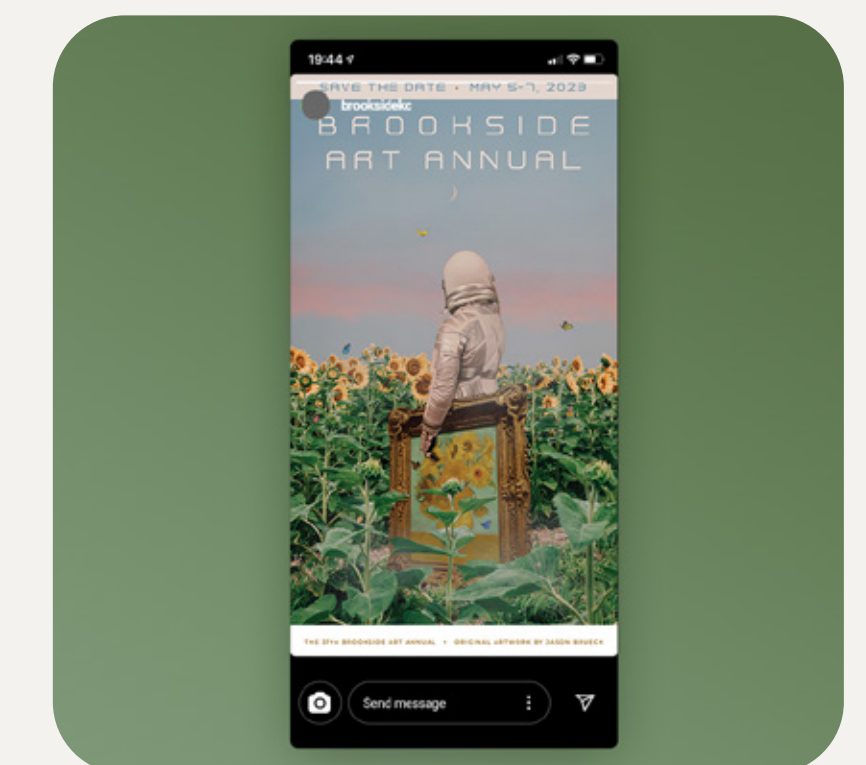
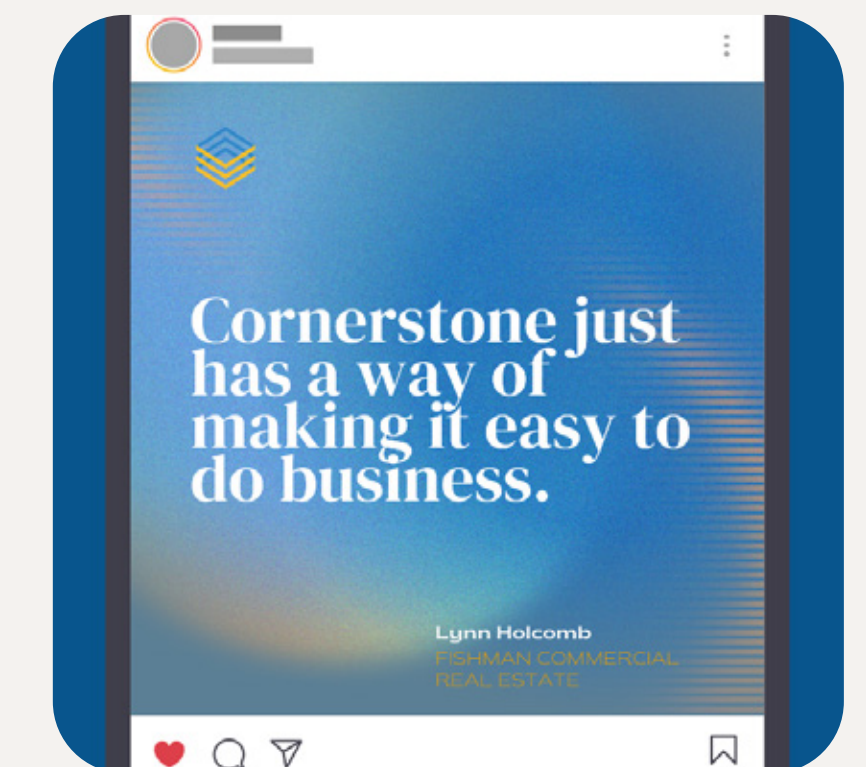


CAPABILITIES

Content Strategy + Creation

Content is king and it can help enhance your customer experience and loyalty across your website, social media accounts, advertising campaigns, and more.

In order to set up your business for success with content, we create a comprehensive content strategy and editorial calendar designed to optimize your resources and deliver quality content to your audience on platforms where you can excel.



We do it all.

Our strategic partnerships expand our capabilities.



MKA Collective

RETAIL + RESTAURANT INNOVATION

Exclusively for our foodservice clients, MKA Collective is our retail brand development agency in partnership with MKA where we innovate menus, food and beverage products, strategies, campaigns and the customer experience. The collective is a team of culinary, operational, design, and brand experts including leading brand strategists, top-level chefs, interior experts, and innovative creatives.



Page Communications

PR/INFLUENCER CAMPAIGNS/EVENTS

Page Communications is a full-service public relations and social media agency specializing in restaurant, retail and lifestyle industries. The Page team develops tailored marketing programs that combine public relations, social media and creative campaigns that drive brand awareness and get results. This partnership has produced work for Park Place, Legends Outlets, Missouri Primary Care, among many others.

Strategic partnerships, continued.

Our strategic partnerships expand our capabilities.



KJO Media

VIDEO/ANIMATION PRODUCTION

KJO Media is a full-service video production and motion graphics company based in Westwood, Kansas. From conception to completion, they work to produce content that conveys your specific idea, and one that people actually want to watch. Social media, commercial advertising, non-profit marketing, corporate video... the medium may change but their focus remains the same: Video with purpose.



PROOF Positioning

MARKET RESEARCH

PROOF is a market research company that specializes in measuring emotions. PROOF's unique Emotional Data sets use neuroscience and behavioral economics that digitally mimics the brain's decision making processes, to help organizations understand the emotions, motivations and preferences of their customers and prospects to help them connect with them in a mathematically responsible way.

A vintage red rotary telephone is the central focus, resting on a red surface. To its right is a red mug filled with coffee. In the bottom right corner, a spiral notebook with a yellow pencil lies open. The background is a solid red color.

Let's talk.

PHONE

816 . 226 . 6958

EMAIL

Elizabeth@NovellaBrandhouse.com

WEB

NovellaBrandhouse.com