

Corporate

Description

Corporate & Startup Brands

Creative built for growth, not just aesthetics.

Monopoly Boy Agency partners with corporate teams and startups to create visual systems, campaigns, and character-led experiences that drive awareness, trust, and revenue.

Why Corporate Teams Work With Us

Your customers are overloaded with corporate messaging. To cut through, you need clear strategy powered by brave creative.

We help you:

- Clarify a **visual language** that's consistent across all touchpoints
 - Create **campaigns** that feel human, not corporate wallpaper
 - Build **digital ecosystems** that support sales and marketing teams
 - Use **character and story** in a way that still feels on-brand and safe
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What We Can Build For You

1. Brand & Visual Systems

- Brand identity refinement or full rebrand
- Visual guidelines for web, product, social, and print
- Iconography, illustration systems, and character sets
- Templates for presentations, reports, and marketing collateral

2. Campaign Creative

- Concepting and creative direction for brand, product, and recruiting campaigns
- Key visuals and hero assets for web, OOH, social, and video
- Campaign toolkits with ready-to-use formats for internal teams and agencies

3. Digital Experiences

- Landing pages and campaign microsites
- Interactive storytelling experiences and product explainers
- Visual frameworks for dashboards, platforms, and SaaS products

4. Education & Wellness Programs

For internal culture, CSR, and wellness initiatives, we build:

- Engaging characters and storylines
 - Educational visuals and explainer content
 - Campaigns that translate complex topics into simple, human language
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Our Process

Step 1 Alignment & Discovery

We align with leadership, brand, and marketing stakeholders on goals, timelines, and business constraints.

Step 2 Strategy & Concept

We develop creative territories, messaging frameworks, and visual directions rooted in your brand and customer insights.

Step 3 Production

Our team produces all agreed assets at a high level of craft on time and on brand with clear documentation for your internal teams.

Step 4 Handover & Support

We deliver toolkits and guidelines so your marketing, design, and agency partners can execute consistently going forward.

What Clients Get From Working With Us

- A more distinctive market presence
 - Stronger alignment between brand, marketing, and product
 - Assets that can be reused and scaled across regions and teams
 - A partner who understands both creativity and business realities
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Who We Work With

- Growth-stage startups building or refreshing their brand
 - Tech, wellness, and lifestyle companies
 - Corporate teams launching new products, initiatives, or programs
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Ready To Talk?

If you're looking for a creative partner that understands corporate realities and still brings bold ideas, we'd love to connect.

[Schedule a Corporate Strategy Call]

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