

## Branding Services

**Improve your sales by providing a modern, professional image for your company and its brands**

**A strong brand identity is essential for your company**

**Recognition** A well-defined brand identity helps customers recognize and remember your company, products easily.

**Trust** A strong brand identity builds trust and credibility among customers, making them more likely to choose your brand over others.

**Consistency** A consistent identity across all your media communications, creates a cohesive and professional image.

Companies with strong brands **grow 23% faster** than companies with weak brands

src: DesignRush

**Differentiation** A unique brand identity sets you apart from competitors and helps customers understand what makes your brand special.

**Customer Loyalty** A positive brand identity fosters customer loyalty and encourages repeat purchases.

**Value Perception** A strong brand identity can create a perception of higher brand value for your products or services, allowing you to charge premium prices.

**A good rebranding gives a new impulse to your company**

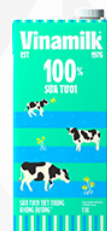


Hãy nói theo cách của bạn



Theo cách của bạn

Viettel's rebranding initiative marks its transition from a telecommunications company to a digital service provider and evokes youthfulness and dynamism in the brand. After rebranding, Viettel's revenue in the first six months of 2021 increased by 6.8% over the same period last year.



Rebranding reflects Vinamilk's youthful image, aiming for the vision of "go global" - reaching out to the world and moving forward. Thanks to that, Vinamilk has excellently recorded an increase in brand value from 2.8 billion USD in 2022 to 3 billion USD.

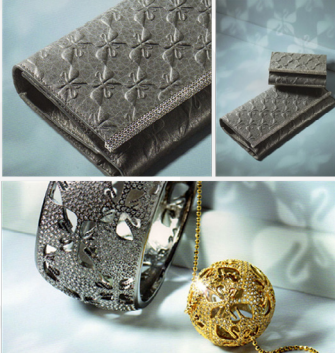


Changing the logo and media message helped Old Spice (USA) rejuvenate its customer group and grow revenue by 27% a year later.

**67%** of consumers are willing to pay more for products from **brands they trust**

src: Nielsen

**Our Portfolio**



**SWAROVSKI (Austria)**

Design of a pattern inspired from the brand's logo, the Swan. Objective: to create a monogram, an iconic pattern.

Winner of an international competition, the patented design, the SwanFlower, has been applied on hundreds of Swarovski products.



Jewelry, India



Private Jet, Austria



Cosmetics, France



Fashion, France



Cosmetics, China

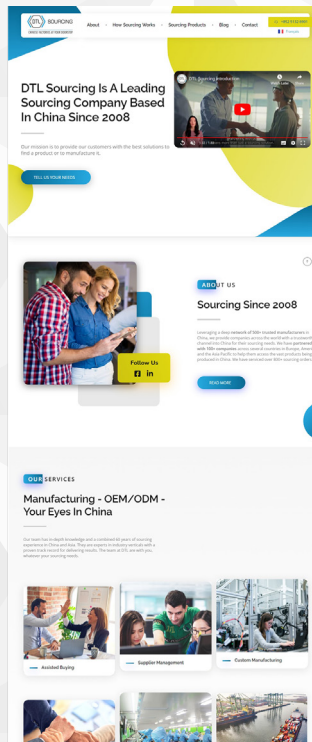
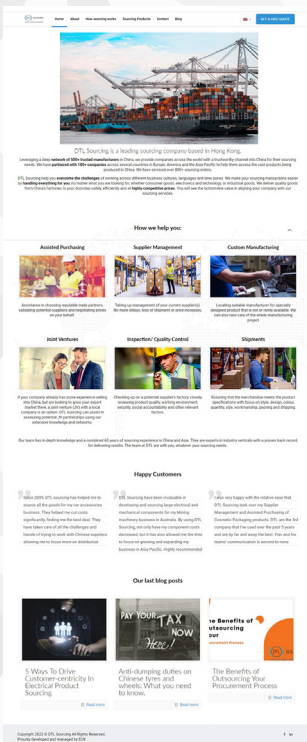
**Every visual speaks about the personality, the message, the story, the ambition and the values of your brand.**

Customers are **59%** more likely to recommend a brand if they have a **positive brand experience**

src: PWC



Wine consulting, China



**DTL Sourcing (Hong Kong)**

DTL wanted to rejuvenate their image with a more modern website: we have advised them on the Wordpress template to get (cheaper than making a whole website from scratch) and to reorganise the website for a more impactful content for users and for SEO. We added videos and animated graphics to present a more dynamic image.

**RESULTS:** A higher Google ranking and a 40% increase in unique visitors.

www.dtl-sourcing.com



Our Portfolio

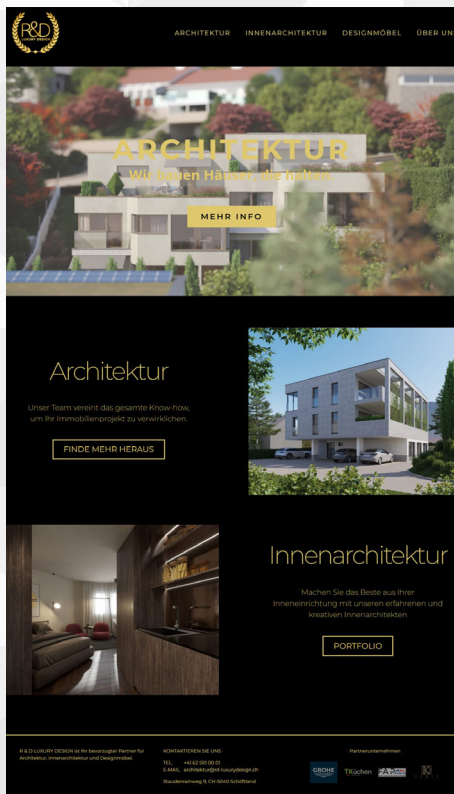
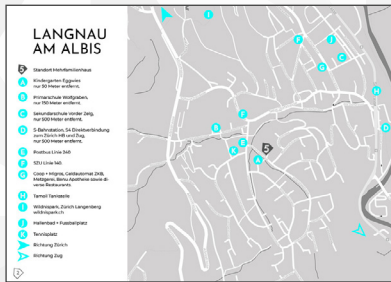
How two similar companies can have a different identity

Core Immobilien  
(Switz.)

Core Immobilien develops real estate projects in Zurich area. Luxury, cosy homes targeting young wealthy families looking for a natural environment.

We followed them over the years and did all the communication for their projects: branding of each property, brochure, website, 360 views, banners...

**RESULTS:** All the 20+ properties sold within 4 months. Now Core Immobilien has gathered a consistent collection of elegant homes, their seriousness expressed with a modern minimalist, almost Nordic style.  
www.corebau.ch



R&D LuxuryDesign (Switz.)

Another client in the Swiss real estate industry, with a totally different personality: R&D goes all-in into colors of opulence: black and gold. In comparison their properties are cheaper, which they shouldn't look like!

**RESULTS:** This high-end identity has improved the perceived quality of R&D properties, increasing their sales price.  
www.rd-luxurydesign.ch

**Our Portfolio**

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## Cybersecurity Essentials

Protect yourself and your organization against cyberattacks.

**Course Overview**

This actionable end-user security awareness training is structured around ten key, standard topics:

1. The Cyberthreat Landscape
2. The Cyberthreat Actors
3. The Most Common Types of Cyber Attacks
4. Identify the Important Systems and Assets of Your Company
5. Mitigating Cyberthreats to Facilities, Networks & Data
6. Cyber Resilience and Incident Management
7. Designing and Executing a Mitigation Strategy
8. Introduction to the NIST Framework
9. Financial Crime & Corporate Fraud
10. Fraud Controls & Corporate Culture

**Corporate Cybersecurity Risks to Prepare for:**

- Cyber risk management has become a fundamental component of business operations, and understanding and mitigating risk has become an essential skill for business leaders and every member of an organization's staff.
- Individuals and companies with a security-aware culture are less likely to suffer an expensive cyber-attack. Educating yourself about workplace information security threats and adopting secure practices will help protect yourself and your company.
- This course will equip you with a comprehensive understanding of how to identify and manage operational, litigation and reputational risk. By taking this course, you'll learn how to assess and mitigate web security vulnerabilities within an organization's networks, systems, and data, and explore strategies for responding to a cyberattack.
- Cybersecurity Essentials course also lays the groundwork to understand and explore the key issues facing policy makers attempting to manage the problem of cybersecurity from its technical foundations to the domestic and international policy considerations surrounding governance, privacy, and risk management, to applications for achieving the goals of an enterprise, an institution, or a nation.

**Why You and Your Teams Need This Course:**

This course offers an in-depth exploration of cybersecurity that is suitable for individuals, senior managers and employees at every level, with no previous knowledge or experience required.

Business leaders will gain the knowledge needed to lead their organizations through the complexities of the cybersecurity landscape, and develop the know-how to set appropriate budget guides for this task.

**Get a Free Trial 7 Days**

Not sure yet? Get in touch with us or try our free trial to get an idea on what you could expect.

[GET FREE TRIAL](#)

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**Bespoke eLearning solutions for interactive corporate training and education**

Cybersecurity & Financial Crime Online Courses for savvy executives and employees

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**MAET CONSULTING**

**Our Adaptive Online Courses**

**FINANCIAL CRIME COMPLIANCE**

In this advanced course, we'll look at key areas for financial crime, and how you can reduce the risk that it happens in the first place.

[CLICK HERE](#)

**CYBERSECURITY ESSENTIALS**

Cybersecurity Essentials helps you to guard against the most common cyber threats and demonstrate your commitment to cybersecurity.

[CLICK HERE](#)

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Stay ahead of the curve and join an ever-growing community now by subscribing to our newsletter and get all the latest news, features and much more to your inbox!

Your email address

[SUBSCRIBE](#)

**MAET Consulting (France)**

MAET Consulting is an e-Learning platform focused on cybersecurity and financial crime. We created their brand identity using the contrast between a classical dark blue background representing authority, safety, and an accent green that is a trendy color, showing the company embraces modern technologies. Dark background because this is a serious matter!

**RESULTS:** Since its start, MAET has projected a professional, established solid identity. This has attracted not only many leads but also many partners from various fields who feel they could trust the professionalism of the website and overall identity.

[www.maet-consulting.com](http://www.maet-consulting.com)

**20 years of experience**

**International clients: Europe, China, Vietnam.**

**Consulting on Corporate Branding.**

**Brand identity creation or update  
Design of Media communications.**

**(website, brochure, video, all graphic works online and print).**

**Upgrade your corporate image and increase you sales!  
Contact us to talk about what we can do for your brand**

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