



We Build Brands That Work Hard For You

Jasper Dayton is a marketing strategist and brand builder that has been called a “Branding Dynamo” for BrandWorx Productions. She specializes in developing branding messages combined with marketing strategies by creating corporate identity systems, website designs, and social media campaigns that help businesses attract, inform, engage and nurture their customers. This allows companies to convert their prospects into profitable customers that love their services or products.

▶ Play video and learn

★ BrandingStorming Program

- Brand Map
- MoneyWorx Program
- Cash Accelerator Program

★ Corporate I.D. Systems

- Logo Design
- Stationery Packages
- Marketing Collateral
- Ad Campaigns
- Signage Design
- Trade Show Booth Design
- Packaging

★ WebWorx Program

- Membership Sites
- e-commerce sites
- Opt-in Pages
- Online Courses
- List Building Strategies
- Lead Magnet Creation

★ SocialWrite Worx

- Profile image branding
- Social Systems
- Audience Engagement

★ Marketing Strategies

- Target Marketing
- Out Bound Marketing
- In Bound Marketing

Who Needs A Brand That Works?

Many business owners don’t know where to start when it comes to building a brand that works hard for them. While at the same time almost every business you can think of needs to be memorable and well identified whether its on a business card, facebook business page, twitter page, brochure, website, e-mail campaign or signage on the side of their truck. Obviously, the need is greatest when a company is new and has to establish itself in a marketplace against well-entrenched competitors.

Over the past 2 decades BrandWorx Productions has simplified the process of developing brands, starting with an attention grabbing name all the way to the plan that gets your product flying off of the shelf. For example, a specific businesses came to us for help because they were losing sales. After I transformed their business their first sale was \$650,000. Then we helped another from closing no contracts to getting a \$100,000,000 contract. The only difference between the two businesses was the size of their vision. How big is your vision? Our signature Brandstorming program will turn your dream into a brand that works harder than you do. We can take your brand from something no one wants to buy to something people can not live without!

If you see, hear, or know of a business owner that has strong competition, but does not have a strong brand combined with a well planned marketing strategy that communicates their competitive advantage, give him or her our card. BrandWorx Productions, builds brands that work hard for you so you don’t have to!

5 Benefits that Jasper Dayton Delivers

- 1.) Jasper is fantastic at finding the perfect starting point for you
- 2.) She maps out a plan with her signature Brandstorming Program that gets you from where you are to where you want to be.
- 3.) She has a proven system that creates a clear understanding of your perfect customer, client, or patient and then she finds them
- 4.) Jasper knows exactly what to say to your audience that engages, nurtures and turns them into raving fans and buying customers.
- 5.) She creatively develops your one of a kind online presence that separates you from your competition

Why does Jasper love what she does?

Jasper loves to help companies communicate their message in order to gain the attention of their most profitable (and enjoyable) clients for companies of all sizes.

Build A Brand That Works Hard For You

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Success Story...

BrandWorx Productions made me totally look at my business from a different perspective and over-delivered!

- Dennis Kotnour
Owner of Healthy Woman



Success Story...

The Brand Building Blueprint is amazing! You give so much for very little. I want you to know how grateful I am that I found you and everyone else should be using you.

- Libbie Walsh
Owner of Women Simply Thriving



Success Story...

Mark share his success story and how we built a successful business for him during an interview I had with him for the Wellness Business Success Secrets online show I had produced.

- Mark Bublitz
Owner of H2O Energy Flow

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“We have received many compliments about the new company logo Jasper has created for us! Thank you Jasper!” - Jeff Carderale, Owner of Aerovex Systems



Before
BrandWorx Productions



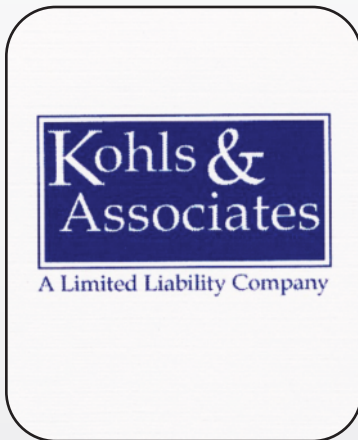
After
BrandWorx Productions



Success Story...

BrandWorx Productions helped this air purification company redevelop their corporate brand by renaming and redesigning their corporate image. This company needed a clearer message that helped describe what they do in simple terms. Their two target markets are nail salons and commercial printers. By re-developing their image into a more established and credible visual representation they were able to attract more profitable clients.

Before
BrandWorx Productions



After
BrandWorx Productions



Success Story...

BrandWorx Productions helped a law firm redevelop their corporate image because they were bringing on partners and targeting a much higher end client. Their target market was doctors that needed a high quality Estate Planning team that could protect their assets. By re-developing their image into a more established and credible visual representation they were able to attract more profitable clients. The new logo was designed knowing that social media would be a big part of their marketing efforts. The symbol in the logo translates well for branding their social media campaign.

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“BrandWorx Productions made me totally look at my business from a different perspective and over-delivered!” - Dennis Kotnour, Owner of Healthy Woman



▶ Listen to Dennis here!

Before BrandWorx Productions



After BrandWorx Productions



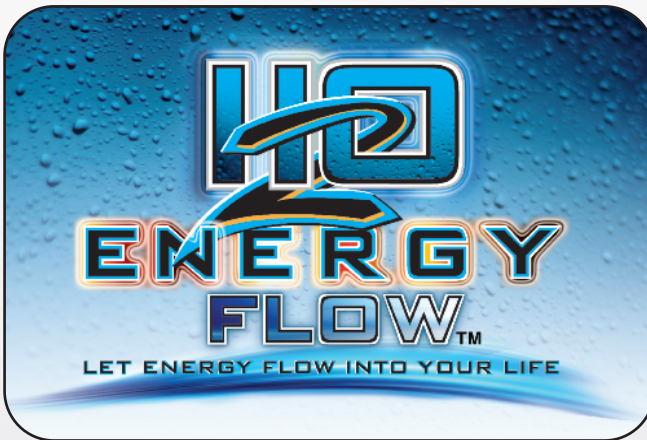
Success Story...

BrandWorx Productions helped this weight loss facility redevelop their corporate brand by redesigning their corporate image. This company needed a message that helped create the emotion a woman would feel when they accomplish their weightloss goals with Healthy Woman. Their target market is women between the ages of 50 to 75. By re-developing their image into an established and credible visual representation they were able to attract more profitable clients.

Before BrandWorx Productions



After BrandWorx Productions



Success Story...

BrandWorx Productions helped a water company develop a trademarkable brand name and corporate image that was competitive. Their target market was the direct consumer plus distribution companies. By re-developing their image into a more established and credible visual representation they were able to attract more profitable clients. The new logo and product label was designed to make the product jump off the shelf and sell itself.



“Brandworx has really directed my business in the right direction. Top notch in all facets of their business. A joy to work with.”

- Mark Bublitz, Owner of H2O Energy Flow

▶ Watch Mark's interview here!



Before
BrandWorx Productions



After
BrandWorx Productions



Success Story...

BrandWorx Productions helped this realty company develop their corporate brand by strategizing a trademarkable name and designing their corporate image. This company needed a clear message that helped separate them from their competition. Their two target markets are 2nd time home buyers in the local dane county and surrounding areas and people looking for a home to buy abroad. By re-developing their image into an established and credible visual representation they were able to attract more profitable clients. The new logo was designed to help build a strong online and social media presence to help cut down on their marketing costs. The symbol in the logo was designed specifically for scaling down to a small icon for their social media campaign.

Before
BrandWorx Productions



After
BrandWorx Productions



Success Story...

BrandWorx Productions helped a local well known security company redevelop their image so their visual communication was easy to read and they were able to attract larger accounts in the Milwaukee market. This logo was developed to work for print, signage, embroidery, and online for their new website and social media campaign.

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“The best part of the entire brandstorming program is the Brand Identity Style Guide. It has saved so much time!” - Paul Vosen, Owner of Degenhardt



Before
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After
BrandWorx Productions



Success Story...

BrandWorx Productions helped this roofing company redevelop their corporate image. This company needed a clearer message that helped describe their specialties and an image that represented their quality of service. Their two target markets are women home owners and large contracting firms. By re-developing their image into a more established and credible visual representation they were able to attract more profitable clients. The new logo was designed to help build a strong consistent off-line and online presence. The symbol was developed to be readable on signage, embroidery, print collateral and on the web.

Before
BrandWorx Productions



After
BrandWorx Productions



Success Story...

BrandWorx Productions helped a start up residential construction company turn their vision into something tangible that gave them the step ahead of their competition. Hawkins Construction gained visibility that helped them establish their credibility which led them to profitability. The identity was designed to be used in all media types, print, television, billboard, newspaper, apparel and online.

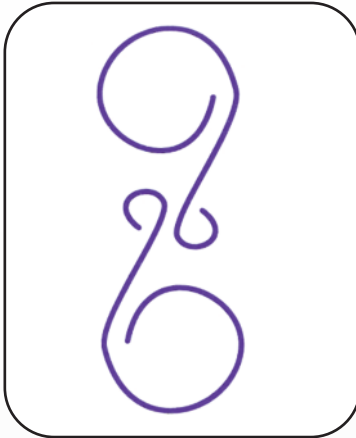
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Success Story...

BrandWorx Productions helped a Real Estate company transform their business image to help them be more recognizable and visually communicate clearly to their target market. Lakewood Realty gained more visibility that helped them establish their credibility which led them to profitability. The identity was designed to be used in all media types, print, television, billboard, and online.

Before
BrandWorx Productions



After
BrandWorx Productions



Success Story...

BrandWorx Productions helped a membership based organization redevelop their image so their visual communication was clear and they were able to attract Big 10 Universities that were in need of their services.

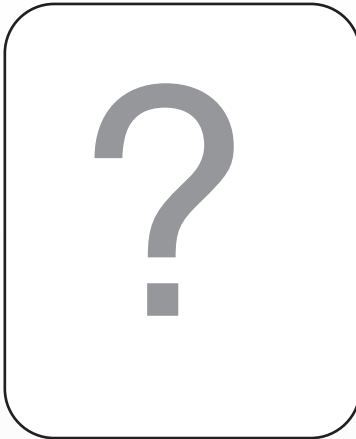
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After
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Success Story...

BrandWorx Productions helped a software development company, Two Miles Solutions redevelop their image so their visual communication was clear and they were able to attract people that needed to custom-built software programmed for their business. This logo was developed to work for print, signage, embroidery, and online for their blog and social media campaign.



“From beginning to end the process was a great success, Jasper really knows her stuff and produced the perfect logo for us.”

- Jeff Miles,
Owner of Two Miles Solutions

Jeff's experience with the BrandStorming Program...

When I decided to open my own web and software development company, I created my own logo. I felt my experience with Photoshop would allow me to hack together a reasonable logo. In retrospect, my previous logo looked less professional and more like clip art. After being in business for three years and doing some strategic planning with my business partner, we decided that a professional logo that represented our values was worth the expense so, we called Jasper Dayton from BrandWorx Productions. From beginning to end the process was a great success, Jasper really knows her stuff and produced the perfect logo for us. The interesting thing to me about the whole process was that when I originally sat down and envisioned what my logo should look like, I imagined a road going off into the distance framed by mountains, but I never told that to Jasper during our process but she figured it out anyway.

We are extremely pleased with our new logo and have already started using it in all of our material and would recommend Jasper Dayton from BrandWorx Productions to anyone who needs a new brand image, she really is top notch!

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Success Story... Logo transformation for Kujawski Law.

BrandWorx Productions revised Kujawski Law's logo in order to make the business name easier to understand and more memorable combined with a stronger symbol to be used in all of the marketing collateral and online. By integrating the new slogan with the logo in a cohesive layout it helps consumers understand what the law firm provides. The black kite in the original logo was not visually communicate the life it needed to represent. By changing the kite into a more fluid design and adding the human element to the symbol it brought it back to life. Each triangle in the kite represents the on of four primary services provided by Kujawski Law - estate planning, wills, trusts and real estate law.

Before
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After
BrandWorx Productions



Success Story.... BrandWorx Productions developed a marketable trade name and transformed their existing logo for Mad Town Phone Sales

Purpose: Need a globally marketable name combined with a memorable tagline along with a logo design that creates high visibility and credibility.

Process: Developed the name Get Smarter Solutions and tagline that describes their way of doing business when it comes to reselling someone's used smart phone and helping them upgrade to a "smarter" phone.

Payoff: More customers. more sales volume, more profits.

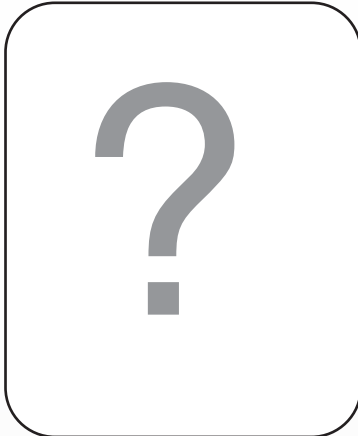
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Success Story...

BrandWorx Productions helped a software development company, Two Miles Solutions redevelop their image so their visual communication was clear and they were able to attract people that needed to custom-built software programmed for their business. This logo was developed to work for print, signage, embroidery, and online for their blog and social media campaign.



“Jasper has a great artist touch and is a very creative thinker. She also has a strong understanding of the business side of design work. All and all, I feel Jasper will make a valuable addition to your team.”

- Gregg Schieve,
Owner of Tweedee Productions

Gregg's Experience with the working with Jasper Dayton...

I have known and worked with Jasper on a wide variety of projects for a number of years. In that time she is consistently displayed a high degree of creativity and passion for her work. We at Tweedee productions were always satisfied with her work.

We worked closely with Jasper when we were producing our award winning DVD In the Red Zone, The History of Camp Randall. Jasper created the "Red Zone" logo, DVD cover art and DVD menu. She also designed both small and large point-of-purchase displays for the DVD. The look and feel Jasper created for the DVD cover greatly complimented and enhanced the story we created for the DVD. Her work really gave the DVD great "store shelf presence".

In addition to her work with us for In the Red Zone, Jennie created our company logo that we have used without any major changes for almost 18 years. She also created our original business card design which to this day draws compliments when handed out.

Jasper has a great artistic touch and is a very creative thinker. She also has a strong understanding of the business side of design work. All in all, I feel that Jasper would make a valuable addition to any creative team.



**GREAT
GIFT IDEA!**

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Success Story...

BrandWorx Productions helped a home builder redevelop their image so their visual communication was clear and they were able to attract new home builders. This logo was developed to work for print, signage, embroidery, and online for their new website and social media campaign.

Branding for facebook business page



Branding for twitter followers



Website Design with integrated Social Media Campaign





Before
BrandWorx Productions



After
BrandWorx Productions



Success Story...

BrandWorx Productions helped a staffing agency with a complete re-brand. The transformation made this company be able to go toe and toe with their larger competitors and win business!

“As you can see, Jasper did a fantastic job. Not only does our logo and stationery package look great, but it also conveys the image that we want and it stands out from the competition.” - Todd Willman,
Owner of Simplified Staffing

Todd's Experience with the working with Jasper Dayton...

Jasper created and designed our logo as well as our entire corporate identity system.

As you can see, Jasper did a fantastic job. Not only does our logo and stationery package look great, but it also conveys the image that we want to convey, and it stands out from the competition. Family, friends, acquaintances, and most importantly – customers, have gone out of their way to say how impressed they are with our new logo. I am confident that we have taken the first step toward breaking through the clutter of the multitude of staffing agencies in Southern Wisconsin, and now have a logo upon which we can build marketing campaigns for years to come.

Because I know how important a good logo is, I probably was not the easiest client with which Jasper has ever worked. However, I did not know this from her attitude, because she was even more demanding than I was with regard to the finished product. Jasper showed me several different designs, and most of these would have sufficed. We then took many of these designs and tweaked & revised them several more times. We finally had a design that I thought was great, and Jasper could finally rest. However, Jasper did not rest just because we had chosen a final design or just because it was the middle of the night. Between the hours of Midnight and 1:00 am, on a Monday morning, Jasper had an epiphany. She came-up with another completely different logo, which, I am proud to say, is now the logo of Simplified Staffing, Inc.

If you want re-brand, or any marketing material, that will grab people's attention and make your business rise above the clutter, you must contact Jasper Dayton from BrandWorx Productions.

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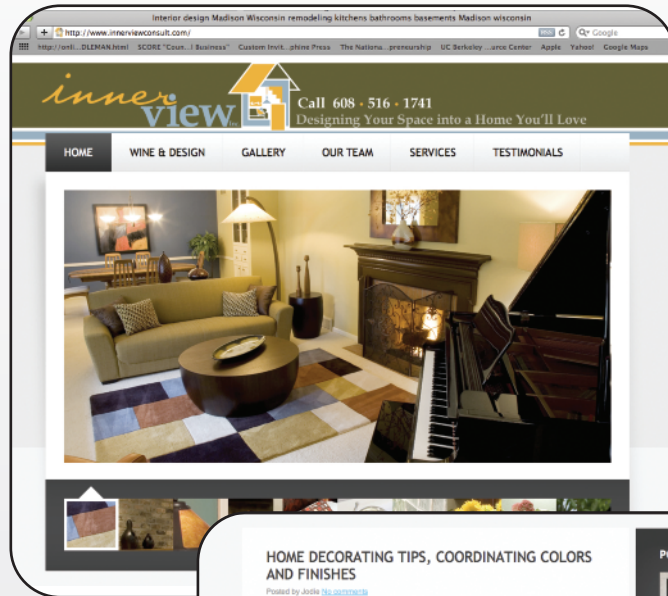
Success Story...

BrandWorx Productions helped an interior design and remodeling company redevelop their image so their visual communication was clear and they were able to attract more profitable clients. Their new logo was developed to work for print, signage, embroidery, and online for their new website. Their old website did not visually show what they did. The new website's primary design focus is to visually represent of the services they provide along with integrating their videos and blog posts seamlessly.

Website design before BrandWorx Productions



Website design after BrandWorx Productions



HOME DECORATING TIPS, COORDINATING COLORS AND FINISHES

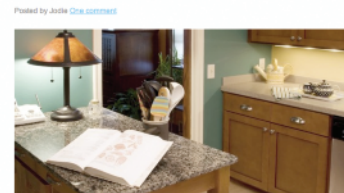


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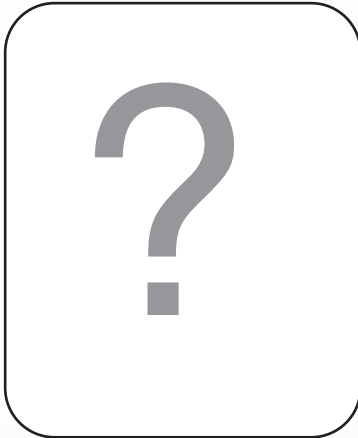
KITCHEN RENOVATIONS, A STEP BY STEP APPROACH: LIGHTING



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“You deserve the credit for making our website an effective business tool that serves many functions. You met with Johanna Alex and I ... and began asking us some very tough questions... I’m glad you did...” - Attorney Iris Christenson,
Partner of Law Offices of Christenson and Alex

Attorney Christenson’s experience with the BrandStorming & WebWorx Program...

I planned to thank you a long time ago but I’ve been busy. You see our business has been growing as a result of the website you designed. I know this is true because many of our new clients say that they decided to call our office after finding our website and comparing our site to those of other law offices. Some typical comments we’ve heard: “I checked out your website and I liked what I saw.” “I read your bio and watched a couple of your videos. I could tell you are the type of attorneys I would like to work with.”

At first, I just hoped that our website would show that we were “up-to-date” in the way that we do business. The website does that and much more. Current clients go to the site to find out about changes in the law and new clients go to the site to download the forms they need to complete before their first appointment. They arrive at the first appointment already engaged in the process because they seem to feel as though they’ve met us. The website alleviates a new client’s apprehension about hiring a law firm. Many people have preconceived ideas about attorneys that are not exactly positive. Someone who has never met us can tell that we are “real people” and our style is to provide “client-focused services” just by watching a few short videos and reading our bios.

You deserve the credit for making an effective business tool that serves many functions. You met with Johanna Alex and I soon after we combined our law practices and began by asking us some very tough questions about who we wanted to reach (our target client group) and which areas of practice we planned to focus on for the next 5-10 years. You forced us (and I’m glad you did) to answer these difficult questions with a great deal of detail before we even started reviewing design ideas for our corporate identity or colors for the website. As a result, the images you came up with for our logo, stationery and the website all fit together and convey the message that we hoped to convey – we’re a business that is concerned about the families and small businesses we serve and the environment we live in.

Your artistic talent was obvious when you provided numerous design ideas for us to choose from. Beyond that, Johanna and I appreciated your step-by-step process.





Before BrandWorx Productions

Devlin Holt
District Manager
Cash Flow Consultant



GreenFlag
PROFIT RECOVERY
BY TRANSWORLD SYSTEMS

devlin.holt@transworldsystems.com
www.transworldsystems.com

After BrandWorx Productions



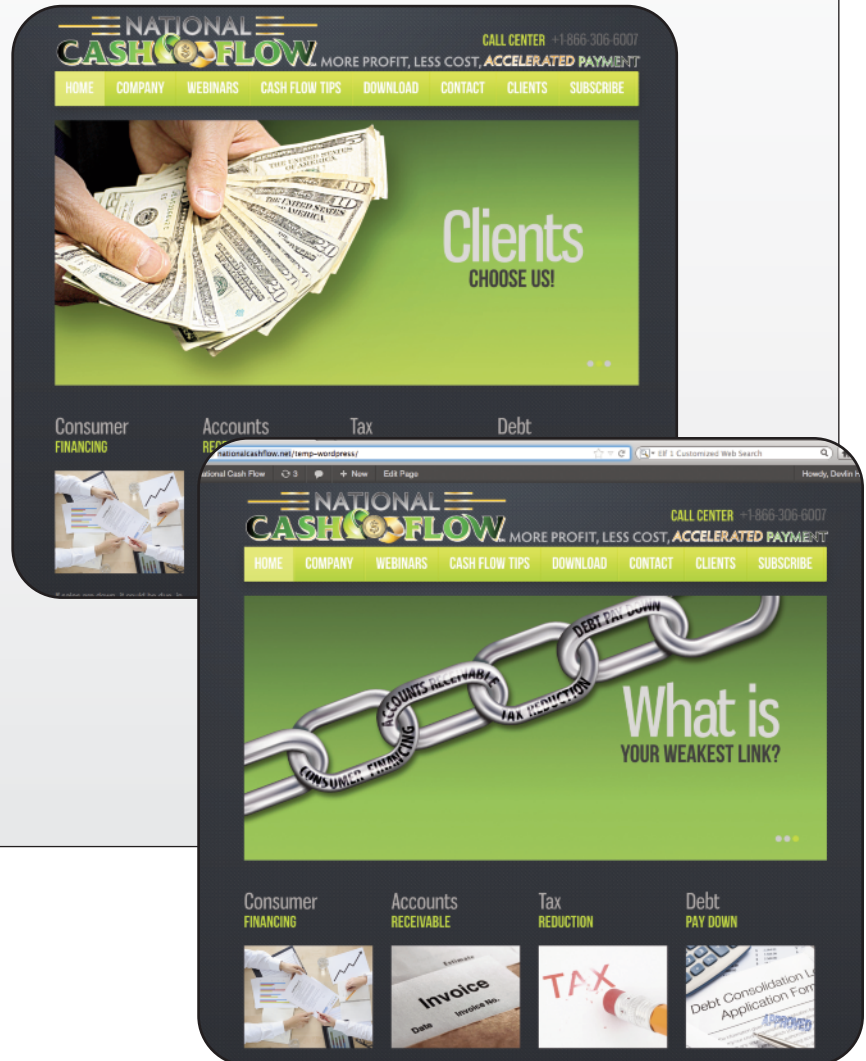
Success Story...

BrandWorx Productions helped a profit recovery company rebrand themselves by developing an attention grabbing image for their new business name that attracts their most profitable clients. Their new logo was developed to work for print, signage, embroidery, and online for their new website. Their old website did not have a strong visual representation of what National Cash Flow provided. The new website's primary design focus is to visually represent all of the services they provide along with integrating their webinars and blog posts seamlessly.

Website design before BrandWorx Productions



Website design after BrandWorx Productions





Before BrandWorx Productions



After BrandWorx Productions



Success Story...

BrandWorx Productions helped an iPhone reseller rebrand themselves by developing an attention grabbing image for their new business name that attracts their most profitable clients. Their new logo was developed to work for print, signage, embroidery, and online for their new website. They needed a website would allow people to submit a request for a quote based on the condition of their current iPhone. The new website's primary design focus is to visually represent all of the services they provide.

Website design before BrandWorx Productions



Website design after BrandWorx Productions

