

## 090317 - Virtual Marketing and Brand Consultancy Offers Unique Combination of Affordable Services

Virtual Protein is the first 'virtual boutique agency' serving businesses in DC metro area, launched in proximity to the Dulles Technology Corridor. VP offers an innovative combination of core marketing and branding services including strategic planning, brand positioning and strategy, company name search, business card design, and web design, in addition to business coaching and executive branding. Having created the 'Brand Diffusion' concept, the company also offers a complimentary diagnostic tool to help businesses identify needs and get started on the right foot.

McLean, VA (PRWEB) March 17, 2009 -- Powerful brands can always be traced back to a visionary's passion. Virtual Protein | Strategy, Marketing, Branding has specifically designed its services for visionary brandpreneurs who aim at building the next great brand, based on a unique one-stop boutique agency model. VP's distinct combination of services includes brand consulting, positioning and strategy formulation, company and product name ideas, graphic design, web design, coaching and branding for executives, and brand-driven business coaching.

VP developed a proprietary branding process that delivers distinct brands affordably and in maximum 8 weeks, from strategy to creative production to planning and creating unique experiences that boost growth and loyalty.

"An estimated 80% of businesses unfortunately fail within the first 3 years of operation, and one major reason is lack of 'strategic branding', irrespective of externalities. On the other hand, several Fortune 500 companies were actually started during hard times, so it is not the economy, it is the state of mind," says Kyle Kaynak, President and Chief Meaning Officer of VP.

"Particularly at times like this, strategic branding brings in extra gains, without the pain. This is especially true for technology companies, who tend to get overly technical and use excessive amount of clichés in their marketing communications."

"Given the new rules of marketing and PR, businesses do not need much advertising anymore. An advertising agency, due to the inherent conflicts of interest and internal dynamics of the advertising industry, cannot provide the kind of strategic branding businesses need today, even when they can afford it."

The founders of VP recognized other additional drawbacks within the marketing and advertising industries. The majority of firms in their line of work focus only on the Fortune 500 and other big players. Those firms' pricing models are based on the clients' budget and their own enormous overhead, rather than on an upfront, transparent, and realistic value assessment of the services provided.

"A 'virtual boutique' is what most businesses need to get the same kind of expertise only big companies can afford through advertising agencies. This unique model, along with proper utilization of technology, can save businesses significant time and money that can be invested in other endeavors," says Alison Gonzalez, Strategic Director.

The founders of VP also felt the need for higher quality teams, especially creative ones. "The US has taught the world about branding, but it is Europe that initiated the arts. Most of our 'brandeurs' acquired their Bachelor's degrees in Europe and received further training in the US. This, along with their work experience on both continents, significantly adds to the quality of our final products," says Lillian Kaynak, Creative Director and Cofounder.

"We create strong brands, and strong brands can only be built on distinct ideas and strategies to become # 1 in their domain. We think brand strategy precedes all business strategies, especially the marketing strategy. It is a CEO level activity, not some marketing initiative with a little creative spicing," adds Kaynak.

"While writing a business plan or a project initiation document is an important step in starting any initiative, we don't think it is the very first thing that needs to be done. That is why we have put together a comprehensive diagnostic tool, to give businesses more insight into the viability of their strategic initiatives before they decide to invest in them.

"We are not a graphic design company or studio, public relations firm, marketing research or communications firm, or an advertising agency. VP is at the intersection of all of these, providing exactly what businesses need today. There are many differences between a brand consultancy and the rest, and there are many questions that owners of businesses need to ask before they hire one."

For additional information and complimentary, no-obligation consultation, contact Kyle Kaynak or visit [www.VirtualProtein.com](http://www.VirtualProtein.com).

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