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HAWKE MEDIA UNVEILS NEW PERFORMANCE BRANDING SERVICE

SANTA MONICA, CA – May 10, 2017 – Hawke Media will begin offering performance branding along with their current suite of services for clients.

The digital marketing agency that bills itself as “your outsourced CMO” specializes in providing high-level marketing strategy for clients. But the newest wave of services shows that branding is increasingly important as an aspect of marketing.

“What we do is tell brand stories,” says Tony Delmercado, COO of Hawke Media. “The story behind a brand - what they represent, how they have grown - is just as important as the product itself. Hawke helps to identify target audience and create the right visuals and brand guidelines.”

Among the services offered that fall under the category of performance branding are: competitive shopping, perceptual mapping, survey of demographic, messaging workshop, brand book, and typographic and color guides. Perceptual mapping is a particularly useful new tool to visually compare the perception of a brand to its competitors.

Unmarked, a science-based skincare, is among the first companies to take advantage of the new services. Hawke expects that a number of their other clients will follow suit.

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About Hawke Media

Hawke Media is a full-service outsourced CMO headquartered in Santa Monica, CA. Recognized by *Built in LA* as one of LA's Top 50 Startups, Hawke Media was founded by e-commerce and digital marketing expert Erik Huberman in 2013 and has been valued at \$30 million. Hawke Media has worked with over 400 brands, including companies such as *Raden, BeautyCon, BottleKeeper, The Ridge Wallet, Buscemi, Red Bull, Evite, Verizon Wireless, HP*. www.hawke-media.com