

Top CPG Branding Agency

Meta Description

With extensive experience under our wing, our team designs the right strategy for growth. Talk to us now to increase ROI and brand loyalty in no time.

About us

We magnify your brand's place in consumers' lives

Every other brand out there uses techniques similar to each other. In this case, where does this put your brand? At Top, we do things differently. We make consumers understand the 'why' of your brand. Our design experts communicate the value to make the messages reach the right audience.

We focus on all aspects of CPG to garner attention and raise awareness. Our lives have revolved around working with brands like yours. Hence, we precisely know how to market your business to success. With research, data, gap analysis, and more we make heads turn, every step of the way.

Our Approach

We build a strong base for your CPG brand

Your brand connects and holds everything in place. At Top, we keep it clean and simple. We undertake creative decisions and create unity. On top of that, our team of experts add personality and style to your brand.

Our team of designers, copywriters, marketers, and videographers give your brand a new look. We create a game plan and gain attention from consumers. Raising engagement has been our motto for brands like yours. When you know the base is solid, there is no turning back.

How We Work

We create unique messages and engage the audience

We know where your consumers spend most of their time and we shoot our messages at the right time. With years of experience, our team defines your brand value like there's no tomorrow. Through focus groups, we make your messages unique and nail them.

We position your brand and produce powerful stories that resonate with the consumers. We target a market segment and create specified content for better reach. Our team members possess years of experience working with different brands to uplift and close sales.

Our Values and Beliefs

1. We are digital-first

At Top, we are everything digital and more, with social media and consumer review platforms playing a major role.

2. We focus on consumer life stages

We are aware of the shift from baby boomers to millennials, hence have a close watch on changing customer trends and life stages.

3. We are data-informed

We collect data from the analytics software as well as the company's content marketing platform to make informed decisions.

4. We believe in authenticity

Whether we make videos or packaging, we make sure the content and tone is authentic and speaks the values of your brand.

Our Capabilities

1. Brand strategy

When we start to create your plan of action, we make sure we hit the right spot with our extensive data and research. We build beautiful stories centring on your brand and focusing on your products.

2. Content Marketing

We aim to produce stackable content across mediums. Our team of experts make your brand stand out through exceptional storytelling.

3. Social media

Social media is the most vital aspect of branding. While you deal with an array of products, we engage presence on social media through targeted campaigns.

4. Digital Marketing

We differentiate your products and communicate the values through different methods. With the help of data, we know where, when, and how to target consumers at various times.