

GRAPHIC STATES

Modern design and marketing company offering a broad mix of strategy, digital, brand, and product services to help businesses build a strong market presence.

BRAND STRATEGY SERVICES

Brand Audit & Discovery

Review existing market perception, competitor positioning, and internal company culture.

Purpose, Mission, & Vision

Articulate the core reason a company exists beyond making money, along with its long-term goals.

Audience Definition

Build detailed buyer personas and prioritizing key customer segments.

Positioning & Differentiation

Craft a unique market stance that separates your brand from direct competitors.

Voice & Messaging Hierarchy

Set the brand personality, tone of voice guidelines, and core messaging pillars.

Brand Architecture

Structure how sub- brands, parent brands, and product lines relate to one another.

MARKETING STRATEGY SERVICES

Channel & Funnel Planning

Select the optimal digital and physical channels (e.g., search, social, PR) to capture interest.

Campaign Conceptualization

Design seasonal, launch, or ongoing promotional campaign angles and themes.

Audience Targeting & Media

Mapping: Define specific ad-targeting criteria, user journeys, and touchpoints.

Content Strategy

Outline themes, formats, and publishing frequency to attract and nurture leads.

Analytics & Performance

Frameworks: Set KPIs, conversion metrics, and tracking architectures to evaluate campaign success.

DESIGN & PRODUCTION SERVICES

DIGITAL & WEB SERVICES

UI/UX Design:

Craft user-friendly interfaces and smooth digital experiences.

Web Design & Development: Build responsive, fast, and modern sites.

App Design: Create layouts and flows for mobile and web apps.

BRANDING & VISUAL CONTENT

Brand Identity: Design logos, colour schemes, and style guides.

Motion Graphics: Make animated visuals for ads and social media.

Marketing Assets: Produce digital graphics, print materials, and social media templates.

OUR CLIENTS

ALÁRA

Fashion, Arts, Culture

ALÁRA

Ashluxury

Fashion

ASHLUXURY

**Nigerian Bottling Company
(Coca-Cola Company)**
FMCG

Coca-Cola

**Persianas Retail
(Puma, Lacoste)**
Sportswear



THIS IS US
Lifestyle



UNCOVER
Beauty/FMCG

UNCOVER

LEADERSHIP

OSIONE ITEGBOJE

Founder & Chief Creative Officer

Osione is a creative leader that has helped global businesses and governments build strong brands and deliver useful services to audiences, unlocking \$500m+ in market value.

He is passionate about service delivery and connecting people to enriching cultural experiences. This has led to award winning work with brands like PRL (Puma, Lacoste), THIS IS US, Uncover, FF Projects, and ALÁRA.

Osione is an active Columbia University Alumni. He works between Lagos and the United Kingdom, where he lives with his wife and two children.



GET IN TOUCH

hello@graphicstates.com