



A Strategic Innovations Branding Agency

BRAND to HUMAN®

ProFile



RUTH NETANEL

Principal

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Years of Industry Experience: 13+

Philosophy: This adage says it best: "When I went to school, they asked me what I wanted to be when I grew up. I wrote down 'Happy.' They told me I didn't understand the assignment; I told them they didn't understand life."

Core Focus: Continuous Education, personally and professionally

Strengths: Copywriting, Creative Writing, Qualitative and Quantitative Research, Company and Product Naming, Brand Strategy

Personal Quote: "Company culture is a powerful element in every business. Whether positive, negative, or neutral, it runs deep throughout every organization. The resulting current will do one of three things: push your company to greater success, run it to the ground, or leave it listing aimlessly." -Ruth Netanel

Ruth Netanel, Principal at the award-winning creative agency IDeallogic® Brand Lab, has an innate passion for helping people. She is a master copywriter, brand strategist, researcher, speaker, and Brand Catalyst™. Using research and analysis as the foundation for her work, Ruth assisted her husband and business partner Ron Netanel in developing their agency's proprietary branding method known as Brand to Human®. With her expertise, she facilitates the agency's immersion into each client's business to gain a comprehensive view of their world. Ruth leads IDeallogic® in thoroughly understanding clients' industries, identifying strengths and weaknesses, evaluating competitors, and incorporating all data into deliverables used as the basis for the development of all strategic brand solutions. By combining the firm's mission (to empower companies and people in order to be the catalysts that invoke a movement of change) with her passion to help others, she intuitively guides business leaders to see their companies in new ways. Following the Brand to Human® method, Ruth works with leaders in effectively conveying their company's vision to team members, in developing and writing the brand's unique story, and in implementing strategies designed to strengthen the bonds between the brand and its customers. In this way, Ruth is a catalyst for creating profoundly positive changes within each client's organization.

SUMMARY OF EXPERIENCE:

Principal: IDeallogic® Brand Lab

Chief Copywriter: ADgination Creative Agency

Public Speaker: Brand Education and Strategy Speaker

Award-Winning Copywriter: Collection of Industry Accolades

UNIQUE VALUES

Compassionate: My name means "compassionate friend" and is actually the perfect way to describe me as a person.

Studious: I have always loved learning. I believe that maintaining an open, curious mind keeps the imagination alive and unlocks the door to infinite knowledge.

Happy: Though we measure age in years, I believe a person's true age is determined by their outlook on life. Having an optimistic outlook keeps me young at heart!

CORE STRENGTHS

Brand Strategy

- Brand Genetics
- Culture Development
- Brand Positioning

Research

- Qualitative
- Quantitative
- Independent Studies

Analysis & Development

- Brand Analysis
- Market & Industry Analysis
- Competitor Analysis
- Buyer Persona Development
- Consumer Segment Development
- Consumer Experience Analysis
- Consumer Strategies
- Brand Concept Development

Brand Management

- Online Presence
- Customer Experience
- Brand Coaching

Copywriting

- Content Writing
- Creative Writing
- Creative Messaging

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