

COMPANY PROFILE





INTRODUCTION

ABOUT US

Toganworks provides strategic consultancy and solution-driven services designed to maximize brand potential. We help businesses strengthen their market position by developing measurable and sustainable value propositions. By focusing on each brand's unique dynamics, we position ourselves as a reliable, long-term strategic partner throughout the brand journey. Combining analytical insight with creative thinking, we design effective and enduring growth strategies. Toganworks shapes the future of brands through a strategic perspective.

ABOUT US



Why Toganworks?

A consultancy firm offering strategic and creative solutions to shape brand futures and establish strong market positions. We provide end-to-end strategic guidance, from business models to branding processes, ensuring sustainable and long-term success.

Strategic Expertise

Brand positioning, target audience analysis, competitive analysis, and brand story development.

Digital Innovation

Web design, visual identity, and digital presence management for the modern marketplace.

Customer Experience

CX strategies that build sustainable, powerful connections with target audiences.



Mission & Vision

Mission

Supporting brand growth and helping them achieve a strong position in their sector.

Vision

To become Turkey's most powerful and effective consultancy firm through strategies that enable brands to achieve unique market positions.



Our Core Values

Strategic Intelligence

Producing data-driven, results-oriented solution

Originality

Strengthening brands with unique ideas.

Innovation

Delivering innovative solutions that adapt to a changing world.

Collaboration

Building strong partnerships with clients to achieve success together.



BRAND MANAGEMENT

Brand identity is strengthened, the story is clearly defined, and consistency is ensured across all touchpoints.



CORPORATE COMMUNICATION

A strategic and effective tone is used to build trust and prestige.



CONTENT MARKETING

Messages are reinforced through storytelling-driven content, increasing brand loyalty.



AI MARKETING & AUTOMATION

Content, strategy, and performance management powered by AI solutions.



ADVERTISING & MARKETING

A continuous marketing dialogue creates an interactive relationship between a brand and its audience.

OUR SERVICES



What We Do & Don't Do



What We Do

Custom Roadmaps

Analyze unique brand dynamics and create tailored strategic plans.

Realistic Strategies

Develop applicable, measurable solutions beyond theoretical proposals.

Long-Term Results

Focus on sustainable steps that strengthen brands, not quick fixes.

Future-Focused

Prioritize powerful applications that impact brand futures over temporary trends.

What We Don't Do

No Cookie-Cutter Approach

Every brand has different needs; we develop customized strategies for each.

No Temporary Solutions

Chasing only short-term results risks long-term brand success.

No Trend-Chasing

Focus on brand-specific roadmaps instead of following popular culture.

No Surface Analysis

Plan every step based on data and deep analysis, avoiding superficial predictions.



ACHIEVE- MENTS



1240+
Hours of
Mentorship



240+
Successful
Projects



Our Working Model



Consultancy

Analyzing current brand status, identifying improvement areas, and creating strategic roadmaps for long-term development. Applied consultancy helps businesses enhance performance.



Mentorship

Weekly or monthly physical or online meetings providing guidance to entrepreneurs and brands, offering solution-focused recommendations on business challenges with personalized support.



Training & Mentorship

One-on-one training and guidance on branding, strategy development, and management processes. Theoretical and applied mentorship for entrepreneurs ensures strong, effective brand positioning.

 TOGANWORKS

OUR METHODO- LOGY

 **TBI** | TOGAN
BRAND
INTELLIGENCE™
DISCOVER · ANALYZE · BUILD · ACTIVATE

Engagement Portfolio



Toganworks consulting portfolio includes ongoing and completed engagements with organizations, institutions, and brands across domestic and international markets. These engagements span strategic branding, communication, digital experience, institutional development, and market positioning across a diverse range of sectors. Due to confidentiality agreements, professional commitments, and corporate privacy policies, certain clients, collaborations, project scopes, and strategic details are not publicly disclosed. The examples presented reflect only the engagements available for external communication and provide a representative view of Toganworks broader consulting experience.



WHAT WE DELIVERED

TİKA & Ministry of Culture

Toganworks has contributed to the development of culture-focused projects, institutional initiatives, and academic-oriented studies in collaboration with public-sector stakeholders. The scope has included conceptual development, strategic framing, cultural project structuring, and research-driven contributions designed to strengthen the long-term value and visibility of cultural initiatives.

Baku State University

Engagement with Baku State University has focused on academic and institutional studies, including the development of project concepts, research-oriented frameworks, and initiatives that connect academic knowledge with broader cultural and strategic objectives. The work has been shaped around creating sustainable structures that can support institutional collaboration and knowledge exchange.

GrowXea

GrowXea was positioned as Türkiye's first e-commerce investment office, with Toganworks involved from the earliest stages of the brand's development. The engagement has covered the creation of the brand strategy, naming and positioning framework, logo design, complete visual identity, digital brand system, website design, communication structure, and broader brand architecture. Strategic support remains active across brand development, communication, digital presence, and growth-oriented initiatives.

Artisans of NY

Artisans of NY is a New York-based brand specializing in handmade artistic glass products and distinctive decorative pieces. The engagement has centered on a comprehensive rebranding process, including the redesign of the logo, development of a renewed visual identity, refinement of the brand positioning, creation of the e-commerce website, and structuring of the brand's strategic direction. Ongoing advisory support covers brand development, digital experience, market positioning, and communication strategy.

East West

East West operates in the United States within the swimming pool construction and related services sector. The engagement has focused on strengthening the brand's communication strategy, market positioning, messaging architecture, and overall strategic framework. A clearer communication structure was developed to improve how the brand presents its expertise, service value, and competitive position within the U.S. market.

Zovia Shop

Zovia Shop is a women-led entrepreneurial brand built around Mediterranean-inspired clothing and distinctive lifestyle products. The strategic framework has included brand positioning, target audience definition, product narrative, communication direction, and social media strategy. The website remains under development, while ongoing mentorship supports the brand's strategic decision-making, positioning, product presentation, and long-term growth direction.

Let's Connect!

At Toganworks, we help brands strengthen their position, identity, communication, and growth through strategic brand consulting. Whether the need is to clarify positioning, build a distinctive brand identity, transform digital experiences, or structure long-term growth, our work connects strategy with execution. Get in touch to explore how Toganworks can support your brand's next stage of development.

GET IN TOUCH

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