



WHAT MAKES US DIFFERENT

Arteria's purpose is to support New Zealand businesses grow stability and gain sustainable growth with inside-out brand capability. To achieve that, we work differently to the agency approach you may have experienced previously.

As a strategic brand experience adviser, I partner with internal teams and experts of established businesses navigating change to align strategic objectives, teams, and customer experience. Our work together supports leadership teams make decisions confidently, grow retention and achieve steady, sustainable growth.

BUILDING STRONG BRANDS FROM THE INSIDE OUT

OUR APPROACH

Unlike traditional agencies, we collaborate closely with our clients sales, marketing, leadership, and service teams to:

Audit and Align Assets

- Ensuring that all brand assets are consistent and aligned with your business goals.

Create Practical Guidelines

- Developing clear, no-nonsense guidelines that are easy to implement and follow.

Set Up Collaborative Hubs

- Establishing SharePoint/Teams hubs for easy access and ownership of brand materials.

Transfer Knowledge

- Empowering your team to independently manage and evolve the brand.

YOUR ADVANTAGE

Arteria is as an extension of your team. Your team leverages over 25 years of success brand and marketing projects to gain a competitive edge through:

Empowered internal brand stakeholders

- Growing the capability of your internal teams supports them to confidently maintain the brand as the business grows and evolves

Business stability

- Clear guidelines, practical templates, and straightforward governance ensures brand consistency

Goal-driven strategy

- Business to Brand alignment links your strategic objectives to ensure the customer experience supports long-term growth goals and competitive positioning

WE WORK WITH BUSINESSES LOOKING FOR A BRAND PARTNER

In 2006, I rebuilt Arteria, moving away from a traditional full-service agency model to a more agile, client-driven approach. We focus on delivering high-value expertise and treat every engagement as the start of a long-term partnership. Our model makes this sustainable, ensuring our clients pay only for the specific expertise they need, not inflated overheads. Through my extensive network of trusted partners, we step in to bridge short-term gaps in capability or capacity, supporting your internal experts exactly when and how required.

If this sounds like a great fit for your business, let's talk next steps.



NATASHA WELLS
Strategist

Helping Service Businesses Align their Brand
Strategy + People + Customer Experience
so they gain stability & sustainable growth.

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