



Carte Blanche Media Kit

BUBBLING WITH IDEAS...



Let's connect: priscilla@wearecarteblanche.com



As a business owner that started from square one, I believe it is important to engage in conversations that foster curiosity, growth, and education. I strive to offer the support and resources (that I would have wanted as a new business owner) to any listeners seeking progress in their businesses and brands. I love helping entrepreneurs and corporations understand how to utilize the power of their brands. From speaking at events to appearing as a guest speaker on podcasts, I love connecting with the community to share my unique perspective, experiences, and advice on the topics listed on the back (but not limited to). Please contact me for any additional information or to schedule a time to meet.



Priscilla Blanchot

Design strategist, creative director and Owner of Carte Blanche

Priscilla Blanchot has over 20 years of brand and design experience serving a full range of B2C clients. From start-ups to Fortune 500 companies, Priscilla has managed the creative process, from start to finish, for top-tier brands like Victoria's Secret, Unilever, Guess, and Reebok.

Before pursuing graduate studies in graphic and packaging design in Atlanta, GA, she studied at the European Graphic Design School in Paris, France. Additionally, she received her certifications as a Level C Brand Strategist from the Marty Neumeier Masterclasses.

Her methodology involves taking clients through her proprietary "Precision Brand Method." where she guides her clients through a thoughtful brand therapy session to start, moving on to conceptualization, development, planning and execution of strategic design solutions to build a brand that matters in the market and outmaneuvers the competition with ease.

Priscilla partners with business leaders to provide clarity in their brand's messaging and design to facilitate growth and expansion. Carte Blanche is listed as an official women-owned business with the Women's Business Center of Utah.

When the workday is finished and Priscilla wants to empty her mind, she can be found on the ice working on her figure skating skills.





Speaking Topics and Conversations

BRANDING

Branding is more than just a logo, a font, and a color scheme. As a brand therapist, I help my clients understand the essence of their brand in their market. What makes them unique and above the competition. With these cornerstones of branding, business owners can confidently move through their growth and evolution with a clear vision and applicable plan. We arm clients to become one with their customers. Doesn't that sound more appealing than the mental effort of constant improvisation?

ENTREPRENEURSHIP/START-UPS

After assisting many new companies in their initial launch, I've seen what approaches to branding are most effective. In my guest speaking appearances on the topic of entrepreneurship, I begin with defining the differences between branding and marketing. Then, we dive into why start-ups and entrepreneurs should address their branding before their marketing, common branding mistakes (and how to avoid them), the biggest hurdles for start-ups, and my best advice for founders to prioritize their brand.

PARENTING

Being a parent is a full-time job. My experience and decision-making as a mother are influenced by two factors: raising bilingual children and a child with autism and ADD. I enjoy sharing my stories and resources in these areas because I believe it is essential to invite an open, nonjudgmental dialogue amongst the community of parents. There is a lot of stigma in our society, and many parents are at a loss on how to help their children, and schools are not upfront with the help they can provide.

FRANCE/UTAH ACCUEIL ORIGIN STORY

My history, culture, and heritage inform so much of my experience as a business owner. A great deal of my early life was spent traveling and moving with my parents. With no extended family nearby, I learned that your community and friends becomes your family and your support system. This realization empowered me to offer that same sense of community to other transplants. As a result, in 2012, I founded a non-profit organization that offers support to francophone ex-pats coming to settle in Utah. In 2021 we officially became a 501(c)(3).

PODCAST GUEST APPEARANCE

Ranksey Digital Marketing: Secrets to Scale

Building a Powerful Brand with *Priscilla Blanchot*



Strides: How to Build an APP

How to Build a Brand with *Priscilla Blanchot*



The Thinking Project

Brand Strategy and Design with *Priscilla Blanchot*



Utah Women In Sales:

Women Who Win a Podcast



TheFutur

Your Work [ALONE] Won't Get You More Work



Find Work-Life Balance—The Struggle



PAST GUEST SPEAKER APPEARANCES:

The University of Utah

Branding Guest Speaker in Victor Gill entrepreneurial cohort

Rehabilitation Health/Expert United

Branding expert presentations to business leaders

The Midday Connect

How to align your team to solve problems and address challenges



Toastmasters—ImageMaster Club

Weekly Ongoing public speaking betterment.

“Empowering entrepreneurs and companies understand and operate their most visible and valuable business asset: **their brand**”

Email priscilla@wearecarteblanche.com to secure Priscilla Blanchot for a guest appearance in your event or on your podcast.