

Brand Management Processes / *Planning Services Portfolio*

Once a brand strategy has been defined and articulated, the next challenge begins. The critical management functions of planning, organization, direction and control apply equally to brand management. Industry experience and our own brand practice strongly suggests the importance of putting sound brand management processes in place *before* any attempts at significant brand building.

Effective Brand Management and Control

The key components of effective brand management include:

- i) brand champions - individuals with the responsibility and/or authority to build, guide and manage the brand;
 - ii) brand policies - clearly articulated brand policies and procedures to guide activities;
 - iii) brand resources - appropriate fiscal and human resources for supporting the brand process;
 - iv) brand awareness and understanding - internal knowledge and buy-in to brand philosophy; and
 - v) brand consistency - across all aspects of business and communication practices.
- Each of these factors plays a critical role in the success of any branding initiative.

Our Approach

The | Marketing | Works brand management model is designed to address all five elements of effective practice. Following are the basic steps we take in developing your brand management process.

Brand Process Audit: We start with a comprehensive review of your current brand management practices and processes. This allows us to assess the extent to which the process model needs to reflect issues or opportunities for improvement.

Processes Design: Based on the audit and your brand building strategies, we develop recommendations based on the five key process elements identified above. Considerable focus is placed on the procedures and policies required and how they can be effectively integrated with existing operation methods.

Brand Monitoring Process: Finally, we provide recommendations on the best metrics and / or most appropriate methods for you to monitor and measure brand progress. This monitoring is critical to the ultimate management feedback loop assessing your branding ROI.

Benefits

T|M|W brand management services can provide several benefits:

- Increase brand ROI - by reducing implementation issues, your brand strategy has a much greater chance for success - and improved ROI!
- Cost Savings - Disciplined performance measurement systems inevitably lead to increased productivity and increased marketing ROI - without strategic sacrifice.

Better Marketing Performance