

## Brand Strategy & Planning | *Planning Services Portfolio*

Strong, meaningful brands are the sign of successful, effective marketing strategy and implementation. The nurturing of *brands* versus companies or products is a strategic opportunity for both private and public sector marketers. Once the exclusive domain of packaged goods, the benefits of disciplined brand management are available to all marketers. Unfortunately, brand strategy and brand management processes are often misunderstood and poorly applied. Branding is *not* about logos and graphics standards. And, contrary to anti-logo business authors, branding is not evil. It's simply sound business practice.

### *The “Branding” Challenge*

Building meaningful brands is not a trivial pursuit. The articulation of a brand architecture is just one element of the challenge. Our experience suggests the critical success factor lies not in the design of the brand strategy, but in the integration of that strategy with the entire business function. That's what our approach can help accomplish.

### *Our Approach*

The | Marketing | Works' approach to brand strategy and planning is based on 30 years of multi-national brand experience, from both client and agency perspectives and across numerous business sectors. As a result, we have a best practice process model. While it will resemble other processes it differs in the rigor and innovation of the proprietary models and planning techniques applied.

**Discovery:** Depending on the extent of in-depth client and customer knowledge, we design a discovery process to mine and identify the internal attributes that best reflect the strength and mission of an organization - and the attributes of most importance to customers and prospects.

**Articulation:** We develop concise statements articulating the strategic essence of the brand, as well as the key internal and external attributes of meaning. We summarize this articulation in a brand “motet” - easy to understand, easy to discuss.

**Verification:** At this stage we verify our strategic direction through formal or soft-sounding research - not just internally, but with all key stakeholders, whether customers, channels, shareholders or influences.

**Integration:** Finally, we develop the tools required to activate or implement the brand strategy. We develop detailed creative briefs for external agencies and develop the internal brand integration strategy critical for successful adoption.

### *Benefits*

T|M|W Brand Strategy services provide the following key benefits:

- **Better business results** - our strategies have consistently helped to differentiate and effectively position our clients' products or services.
- **Better internal integration** - our approach ensures that the brand process is not an ivory tower exercise - significantly increasing the likelihood of success

***Better Marketing Performance***