

# Brand Value

The ambition to be the best, the courage to face difficult obstacles and the imagination to move beyond traditional solutions. The Brand Strategy Group

# Strategy First.



*The Strategic Branding Focus is designed to provide companies, and organizations with a systematic method to~*

*Clearly define your brand so that it is compelling and credible to employees, customers, and other identified target audiences.*

*Increase the reputation, image, perceived value, and brand awareness of the brand.*

*Reveal the mix of qualities that make your brand unique.*

*Define a positioning that genuinely expresses what your brand stands for.*

*Provide a solid platform from which you can confidently plan your marketing communications.*

*Clarify your message.*

*Identify windows of opportunity for your messages.*

## **Questions Answered and Problems Solved**

- Who are your target audiences?
- How do you clearly describe your brand and its benefits?
- What are the most important features (decision factors) and what are their tangible and emotional benefits to the target audiences?
- What is the purpose of your communications?
- What are your organizational or product values?
- What is the best position for your brand relative to the competition?
- What is your market position?

## **Leave the Session**

- Knowing what a brand is, how it works and why it's important.
- With consensus to the questions: Who are we? What do we do? Who do we do it for?
- How do we position ourselves relative to the competition?
- With a roadmap for strategically communicating your brand in the most succinct and persuasive manner.
- With a foundation for implementing and using your brand identity.

## **Deliverable: What your brand stands for-**

In report form: The Brand Platform represents the foundational values of your company or organization, competitive advantages, and unique traits of excellence. The Brand Platform identifies the position you should own in the marketplace, defining the concepts you want your audiences to remember.

All communications should be created around the values described in the platform. The Brand Platform includes your position statement, brand promise, brand standards, and brand personality.

*The session is an interactive three hour critical thinking session that is facilitated by The Brand Strategy Group and includes key individuals, as identified with the organization.*

**Brand Leadership**

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[www.thebrandstrategygroup.com](http://www.thebrandstrategygroup.com)