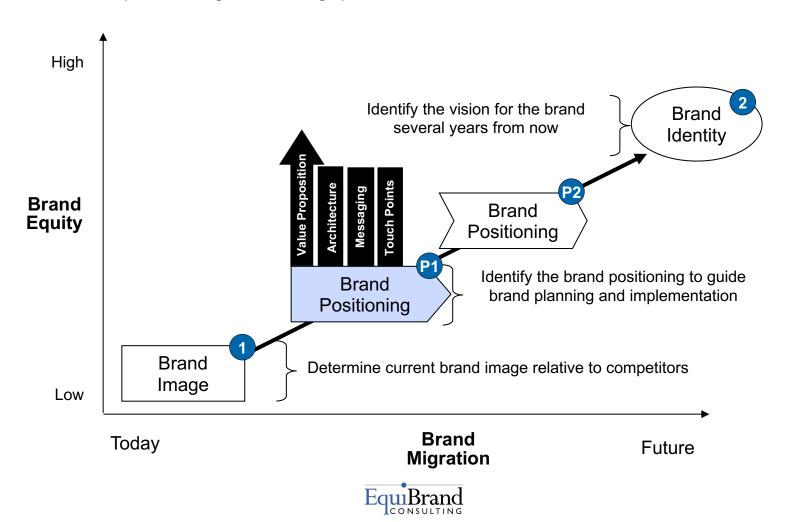
# A disciplined approach to brand strategy development should be employed

Three points in time need to be considered: 1) today; 2) future brand vision and 3) the brand positioning to fill the gap over time



### Some important brand terms

- Brand Image
  - Current perceptions of the brand, both positive and negative
- Brand Identity
  - Future intended associations, including visual representation (logo, color, type, symbols, etc.)
- Value Proposition
  - The functional, emotional and self-expressive benefits delivered by the brand that provide value to the customer
- Brand Positioning
  - The conceptual place you want to own in the target customer's mind
- Brand Architecture
  - The strategic, relational structure of all brands in the portfolio



# Business strategy and brand strategy – the "face" of your business strategy – are separate but related concepts

 Brand strategy development should build upon and inform business strategy components

#### **Business strategy components:**

- Mission: the heart of your business
- Vision: the eyes of your business
- Product and sales plans: the arms and legs

#### **Corporate Strategy Outputs**

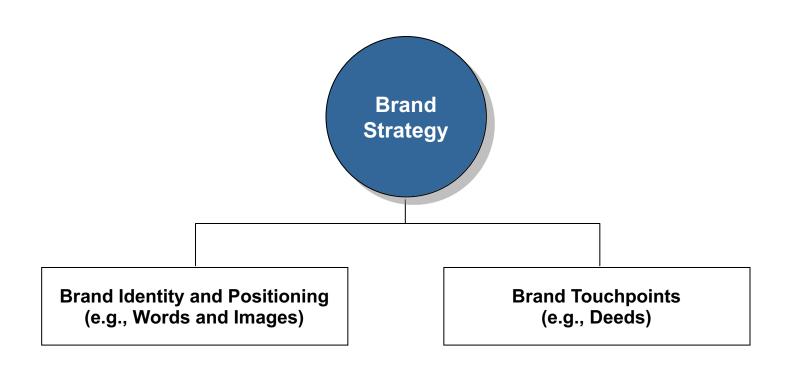
- Mission, vision and value statements
- Overall corporate strategy
- Competitive assessment (e.g., five forces)
- SWOT analysis (i.e., strengths, weaknesses, opportunities, threats)
- Etc.

Brand
Strategy: The
Face of your
Business
Strategy

Your **brand** is the presentation of what you are and what you stand for (both internally and externally). When you build your business, you are building your brand, and vice versa.



# Brand strategy should inform both "words" and "deeds"





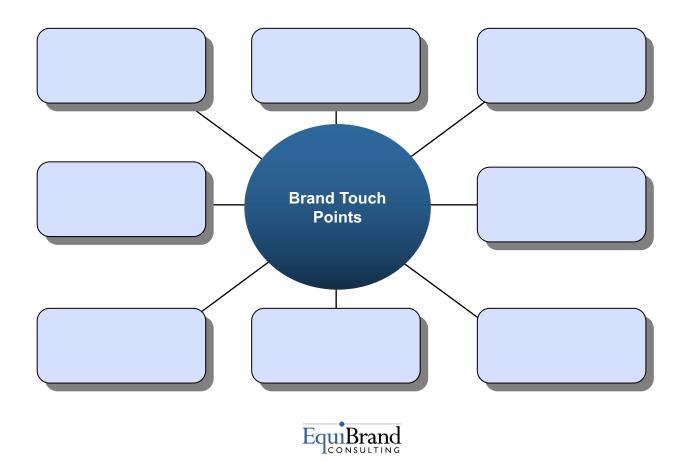
# 1. Brand identity and positioning (i.e., words)

Brand	Brand 1	Brand 2	Subbrand A	Subbrand B	Etc.
Product Scope					
Customer Segment					
Benefits Sought					
- Rational					
- Emotional					
Brand Positioning Statement					
Brand Look and Feel					
Brand Identity/ Associations					



### 2. Brand touchpoints (i.e., deeds)

- Every brand touchpoint decision should be judged by how well it supports the brand strategy
  - Where do your customers touch your brand today? What is the current and ideal brand experience at each touchpoint?



## It is useful to think about how brand scope may change over time

■ It is often useful to focus brand integration 1 – 3 years out, given the time required to enact meaningful changes

	Today	1 – 3 Years	3 Years +			
Brand scope						
Brand issues	<ul><li>What is the image of the brand today?</li><li>What is it's intended positioning?</li></ul>	<ul> <li>What might the brand portfolio look like in 3 – 5 years?</li> <li>How might the value proposition shift for better integration?</li> </ul>	<ul> <li>What is the brand vision 3 or more years from now?</li> <li>What can be done to improve brand-customer alignment?</li> </ul>			
Value Proposition						
Brand Positioning						

