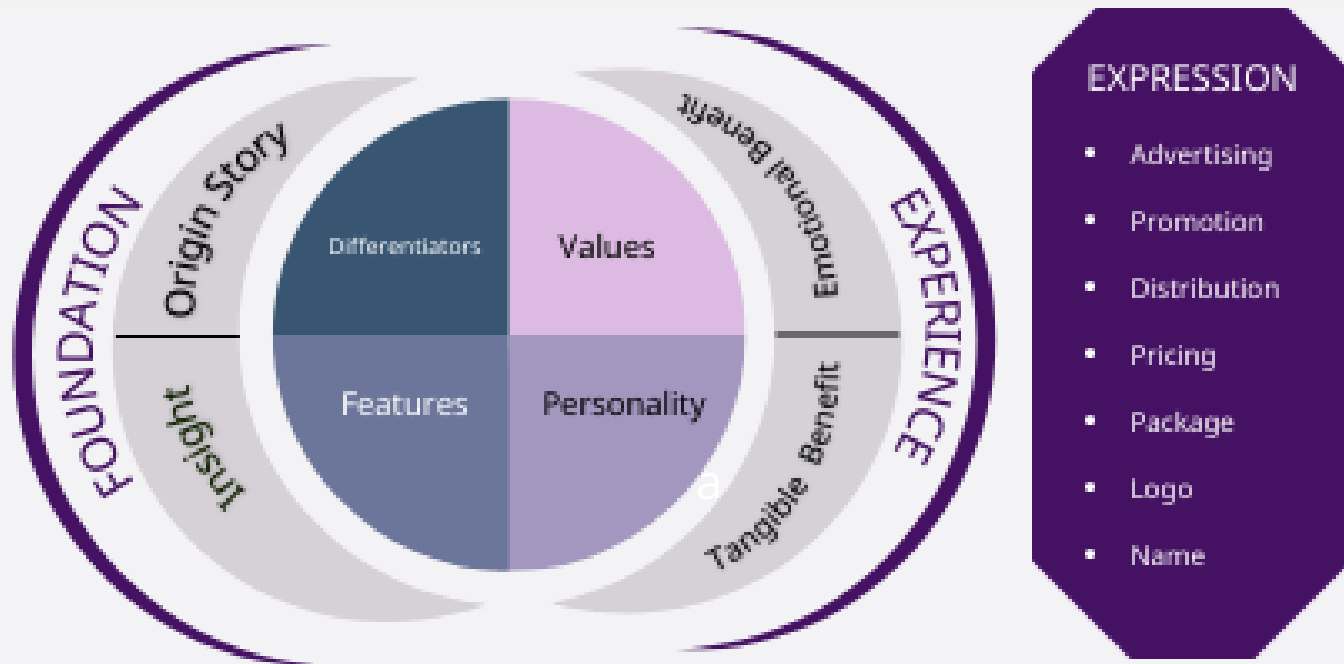




Market Driven Growth

A brand is intangible. It is the collective set of images and attributes that people mentally assign to a product or service.

So, how does one go about creating or refining a brand position? In our model, we start at the birth of the brand – how it came to life originally. We define the four brand elements and what the customer experience is, both tangibly and emotionally. Ultimately the brand is expressed in the market by how the business behaves.



Brand Position

Using our brand model and guided by data and discussion, we iterate through the positioning project to clarify what the brand will to be in the future. As we do this, some existing business practices may be changed to better align with the brand positioning.

Time: 4 to 8 weeks

Location: In person and video sessions

