

Statton

& associates

Branding - A business strategy

- assessment
- review
- create a brand strategy
- identify brand structure
- create communications
- train / synchronize employees

process

- interview cross section of employees
- determine attitudes regarding present organization
- call out areas for improvement in organization
- prioritize for preparation of strategic plan

assessment

- inform/discuss with management
- communicate findings with line
- bring representatives to the table

review

- define brand personality
- understand competitive advantage
- align operational business models
- emphasize unique characteristics

establish a strategy

- logo system
- define identity – graphics, copy, color, etc.
- qualify market favorability
- define product/service categories /names

create a signature

- messaging
- creative platform
- develop comprehensive communications plan

create communications

- determine departmental relationships
- orchestrate organizational needs
- develop a marketplace plan
- develop internal-external efforts

train employees
