

Brand Strategy

It's a dirty little secret: Most executives cannot articulate the objective, scope, and advantage of their business in a simple statement. If they can't, neither can anyone else.

-Harvard Business Review, April 2008

Once we walk you through our Protein Diagnostics™ tool, you will feel more secure about the viability and scope of your business fundamentals and the project we are working on. The next step is to create a brand strategy. Some companies think brand strategy is built on top of business strategy. We think the opposite is true. Others think it is part of the marketing effort with a little creative spicing. We don't agree.

Your brand represents the primary promise of your business for your target market and other stakeholders. That's why it is the ultimate driver and reference point for your business strategy. A brand is the very foundation of any business, and branding and delivering your promise is a CEO-level activity. The entire business needs to be aligned with what is promised. Your brand is the primary determinant in all activities of your company, hence all your decisions, strategic, operational, and otherwise. If your brand is the protein to build up your business, your brand strategy is the DNA, based on which the protein is synthesized.

Your brand strategy is the crucial step for identifying who you are, what you do, and why it matters. These seemingly simple questions are actually the most difficult to answer as the above quoted Harvard Business Review study also confirms. Once everyone is clear about the answers, it is easier to identify the brand promise, objectives, barriers, target market, positioning and differentiation of your market offering, and align your business and marketing strategies accordingly. Brand strategy also sheds light on your concept and potential visuals, and the image they should impress on your prospects mind, as well as your messaging strategy, to focus the voice of your brand.

View an exceptional case study of how we helped a client transform his business before even the branding process was started.