BRANDING LIFE CYCLE

Sana | brand compass CO~CREATION WORKSHOP

BRAND DEVELOPMENT

Strategy and Creative Expression

Research
Who's buying?
Demographics
Competitor Review
Visual Audit
Message Review
Business Strategies
Budget Review

Soul Searching
What is good? What needs to change short & long term?

Goals
Brand Refresh or Rebrand? Reposition? Repurpose? New market or offering? What is success?

Analysis
Do they want what your're selling?
Focus Groups
Sales Figures
Market Changes
New Product Offerings
Business Strategies
Brand Extentions

Brainstorming
How do we innovate? How do we do it better?

Attributes
How do you define yourself?

Strategy
Define your market. Focus your message.

Concept
The big idea. How you want to relate to your employees, customers and public.

Brand Voice
How do you talk and interact with your audience?

Brand Architecture
Product systems and relationships. Planning for growth.

Brand Promise
Who you are. What you do. Why it matters.

Brand Experience
What does your customer feel about your company, service or products?

Brand Awareness
Give them something to remember.

Brand Identity
How you look and perform.

Identity Internal
- Web: Intranet, Maintenance, Training, Administrative
- Store: Logo Awareness, Management Style, Employee Training, Customer Service, Voice
- Product: Culture Building, Product Training, Promotions, Sales Training
- Print: Forms, Training Systems, Business Papers, HR Documentation, Sales Training

Identity External
- Web: Web, Blog, Storefront, E-Commerce
- Store: Logo Promo, Design, Architecture, Merchandise, Products
- Product: Development, Naming, Package Design, Label Design
- Print: In-Store Displays, Bags, Signage, Collateral, Advertising

BRAND MANAGEMENT

Activation, Marketing, and Consultancy

Activation
A plan to bring your brand to life.

Marketing
How you sell your brand.

Public Relations
- Web: Blogs / RSS Feeds, Web PR, Podcast, Email Campaigns
- Events: Sponsors, Philanthropy, Partnerships, Promotions
- Print: Newsletters, Articles, Books, Media Kits, Promotions

Advertising External
- Web: Website, Social Ads, Blogs / RSS Feeds, Podcast, Email Marketing
- TV: Commercials, Featured on Shows, Partnerships
- Print: Advertising, Direct Mail, Brochures / Catalogs, Sales Kits, Flyers, Packaging

Public Relations
- Web: Intranet, Web Training, IM, Email
- Events: Presentations, Incentives, Training, Team Building
- Print: Payroll Stuffers, Brochures / Catalogs, Sales Sheets, Annual Reports, Flyers

Brand Systems
How does the brand relate across all mediums?

Brand Loyalty
Exceed your customer's expectations each and every time.

Consultancy
Ongoing brand management for the team, and and marketers.