

# THE BRANDSPA BRAND RENEWAL PROCESS™

*Tactics and tools for transforming smaller brands from commonplace to cool*

Brandspa's approach to branding is truly holistic—growing from a clearer understanding of both the entity and also the market conditions affecting that entity. Analyzing facts and gaining insights, and then systematically exploring options will almost always uncover a unique strategic aha! that can transform the way business is done in your space, help you become the leader and grow the value of your brand.

*Brandspa's Brand Renewal Process* is a proprietary six phase program involving: (1) Research, (2) Assimilation, (3) Articulation, (4) Market Planning and Budgeting, (5) Campaign Production and Implementation, and (6) Integration, Realization, Growth and Adjustment.

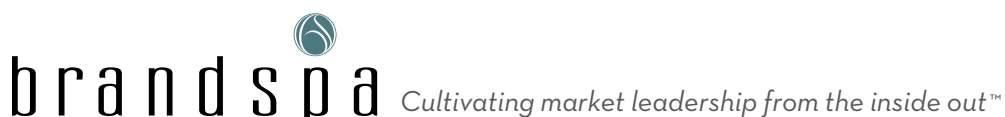
Reading through the steps involved, we trust you'll see the logic to our methods and agree that the investment of time, soul searching and seed money to lay a solid groundwork are the best ways to ensure a minimum of wasted effort, frustration and inefficient spending later.

## Phase 1 – Research

a. 360° Ambassador Audits/Focus Sessions. Interviews with those who can broadcast your message. What are current perceptions of the organization with managers, employees, customers, non-customers and others who can recommend you? Who else would they recommend and why? What could you do to win more business and trust? What does no firm do well and what might be missing? *Components: questionnaire preparation; interviews with ambassadors; analysis and report of findings.*

b. Competitive Analysis and Market Assessment. Lets us see who might be employing best practices and see what good mental spaces are already occupied with potential audiences. What other good brands are out there? And what spaces are available for us to claim? *Components: market analysis; assessment of opportunities and report of findings.*

c. BrandStrength Benchmarking How do you measure up against other competitors? If most of your organization's valuation is derived from intangible assets (market perception), then a stronger presence translates to better value.



Wouldn't it be nice to know what that value is? This test adds a metric equation to what that perception is based on: how well you are trusted, how they perceive your current activities, and how well they embrace some of your visions for the future. *Components: questionnaire preparation; web-based surveys; analysis and interpretation of findings.*

d./e. Big Idea™ Safari/BrandValue™ Testing. Based on what we learn from initial research, we can then lead you in a facilitated internal workshop to explore potential practical benefits, personality traits and attractive end-results clients might realize from doing business with you. These values are then market tested against audiences similar to those that you serve. A clear winner emerges and serves as the platform for defining, and then enhancing, your brand's unique DNA. *Components: Internal workshop; web-enabled market test design; list negotiation & liaison; tabulation and ranking and analysis of results.*

## Phase 2 – Assimilation

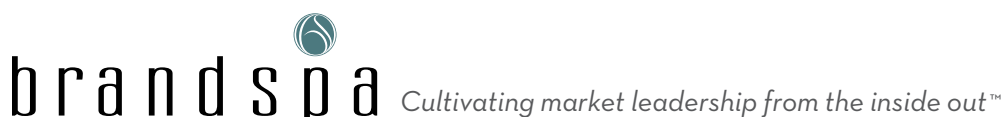
f. Brand DNA Worksheet/Personality Profile Here we begin to define and refine your brand's unique drivers claims and profile. What exactly makes you, you? Some heavy lifting is required to finalize this document, but in the end it will serve as your guide for making all future executive decisions as they pertain to your brand. A Brand DNA is clarified that simplifies for all to see exactly what you stand for, what practical and emotional benefits people derive from their transactions with you; what's unique and why you can support what you claim; your corporate copy platform; and, finally -- and perhaps most importantly -- what your brand's unique culture is like. In other words, what people can come to expect when they interact with you. *Components: management coaching sessions; design of homework; draft copy and final approved document.*

g. Vision, Values and Mission Definitions Where is your organization headed? What will the future be like? Defined in "present tense" terms, the Vision Statement is a blueprint for your growth. It articulates the direction for your future, so that ambassadors can be recruited to share and support making the dream a reality. Values articulate your standards and expectations—what's a good fit and what's not? Moving forward, you'll want to pursue new prospects and hire new ambassadors who share similar values to yours. (The closer the fit, the more successful the relationship will be.) Now, we will want to revisit your mission. What is the purpose of the entity? What "good" do you do? How do you contribute to those you engage with? This will become the basis for articulating your brand. *Components: management coaching sessions; design of homework; draft copy and final approved document.*

## Phase 3 – Articulation

h. Message Massage. How will your unique value be presented and adopted as part of the organization's culture? Can we craft a simple, short sentence or three that all ambassadors can understand and use to share the value of your firm with others? Can we create some kind of mind trigger that will help people recall what you stand for and why you're different? What ideas will your logo conjure up every time someone sees it? What will the brand story be? What defines you as "the one and only one like that?" *Components: creative exploration sessions; presentation and recommendations; refinements.*

i. Visual Branding. The way your presentations look conveys a message about what those who interface with the brand can expect. All your communications should be consistent and "on message" with your story. This can be



accomplished through the creation of standards that can be easily followed, yet are flexible enough to support a myriad of applications, from packages to printed and electronic presentations... and can be readily translated across industry sectors and continents. This step is usually what most firms refer to as "branding", but for maximum effectiveness, visual standards need to be a logical translation of what corporate leaders understand the Brand DNA to be, and should be created and set with long-range results in mind. It must support your vision and become consistent with your mission -- and NOT BE CHANGED OR ALTERED FOR A LONG TIME. *Components: creative exploration sessions; focus-group market testing to assure validity; presentation and recommendations; refinements; establishment of standards and manuals and internal trainings on usage; ongoing consultation.*

j. Verbal Branding. As a foundation for understanding, brands sometimes use a catchphrase or philosophy line to help explain what they stand for. The best of these are "mind triggers" or "memes" that support the brand story. Akin to a brand's visual look (which, hopefully, can become a "meme" as well), the philosophy line must support your vision and become consistent with your mission -- and NOT BE CHANGED OR ALTERED FOR A LONG TIME. *Components: creative exploration sessions; presentation and recommendations; refinements; exploration of applications.*

#### Phase 4 – Market Planning and Budgeting

k. Strategic Action Plan How will the brand articulation become implemented? How will creative executions play out? How and who will assure adherence? *Components: strategic review; tactics review; creative recommendations; timetables .*

l. Delivery vehicles and budgeting What's the best mix of tactics and tools to use? How much should we be spending, where, when and why? What can we expect as a return on investment? How can this best be measured? When should it be measured? *Components: media research, worksheets; financial forecasts; recommendations and presentations.*

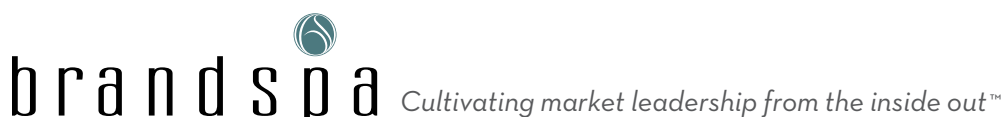
m. Creative recommendations Let's apply the new brand to marketing tools? How will this be accomplished? What will they look and sound like? What will make the brand "sticky"? *Components: creative exploratory to pre-agreed creative brief; recommendations and presentations.*

#### Phase 5 – Campaign Production and Implementation

n. Design/Copywriting/Materials Production Actual production and preparation of materials *Components: as required by plan; liaison and supervision of vendors; quality control.*

o. Media Placement and traffic Logistics and smooth flow of materials to media outlets *Components: insertion orders, file preparation, shipping of materials, quality control, reporting.*

p. Media/Public Relations Counsel The presentations you make to third-parties and how you handle damage control is part of the branding process too. What will your "public posture" be? Those who speak with the media will need to be trained to stay on message. Each and every interface with anyone in a position to talk about who you are and what you stand for should support moving ever-closer to the realization of your vision *Components: media training, media communications strategy, crafting of stories, media relations, dissemination of information, follow through, liaison.*



## Phase 6 – Integration, Realization, Growth and Adjustment

q. Internal Ambassador Relations Key staffers must become part of the process of establishing brand criteria and assuring that standards are adhered to and that the "brand story" is properly embraced and conveyed by all. A senior management position of "Chief Branding Officer" should be created, whose job it is to see that the company stays "on message". This individual should be included in major management decisions too, to make sure that business decisions stay in alignment with the firm's overall vision and mission as well. Internal workshops on the what and why's of branding should be held for all employees as well. *Components: trainings; counsel; design and delivery of brand workshops; creation of internal brand communications literature.*

r. External Ambassador Relations Building and nurturing the brand should be job #1 for all company personnel, from the top to the bottom -- and all the firm's allies as well. Marketing activities, such as customer and media presentations and interfaces with suppliers, vendors and customers should all be conducted with an attention to staying "on message". Supervisors should be trained on brand adherence and become skilled at training their charges on how to reinforce and spread the brand message. *Components: trainings; counsel; design and delivery of brand workshops; creation of internal and external brand communications literature.*

s. BrandStrength Benchmarking Retesting Using our BrandStrength Benchmarking tool, the brand's perceived value should be retested over time to assess how your messaging is being received and embraced. *Components: questionnaire preparation; web-based surveys; analysis and interpretation of findings.*

t. Campaign Development/Expansion Planning Now that you are beginning to realize your brand and the vision you've created is starting to become embraced, how will it evolve? Can you grow the brand presence and increase profitability through licensing and brand extension. Will growing too much erode your ability to deliver on your promise? Are there enhanced services, products and programs that can be developed to further your mission? *Components: strategic counsel and planning, research; identification and liaison with strategic growth partners; program design and assistance with implementation.*

Steps from the process are custom tailored to each client's particular situation, and programs may be packaged or purchased on an ala carte basis. For more information, contact Allan Gorman or Martha Day at 973 509 2728.

# The Brandspa Brand Renewal Process — Tactics and Tools for Creating a Healthier Brand

## 1. Research

Fact Finding and Issue Clarification

- Ambassador Audits
- Competitive Analysis
- BrandStrength™ Benchmarking
- BigIdea™ Safari
- BrandValue™ Testing

## 2. Assimilation

Brand Platform Refinement

- Brand Planning Worksheet
- Character/Personality Profile
- Vision Definition
- Mission Clarification

## 3. Articulation

Definition of Creative “Triggers”

- Creation of Elevator Pitch
- Visual branding
- Verbal branding

## 4. Brand Planning

Program Development

- Strategic Action Plan
- Delivery Vehicles & Budgeting
- Creative Recommendations
- Timetable Development

## 5. Implementation

Production and Launch

- Design/Copywriting
- Liaison/Production Supervision
- Media Placement/Traffic
- Media/Public Relations Counsel

## 6. Integration & Realization

Empowerment, assessment, adjustment

- Internal Ambassador Relations
- External Ambassador Recruitment
- BrandStrength™ Follow-up
- Campaign Development/Expansion Planning

  
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