

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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