

Take the Steps Toward Brand Success

PLAN Your Brand

BUILD Your Brand

SOURCE Your Brand

COACH Your Brand



strategy ▶▶ BrandPlanning™

BrandPlanning is a structured five-week assessment that examines six key aspects of your brand and six essential elements of your business, focusing on your market position and brand promise. Results include a BrandPlanning report, brand promise map, sales & marketing action plan, benchmarking scorecard and a creative brief.

integration ▶▶ BrandBuilding™

BrandBuilding expands upon the BrandPlanning phase by developing and deploying the full brand program. Components include brand identity, corporate communications, marketing deliverables, web/interactive solutions, video content, and mobile and social media as well as team coaching, training and development.

execution ▶▶ BrandSourcing™

BrandSourcing centers on executing and sustaining your communications program, beginning with the strategic launch of your brand. Components may include content development, advertising, online marketing, public relations, social media support, employee engagement and trade shows/special events.

evolution ▶▶ BrandCoaching™

An effective brand strategy is one that flexibly responds to changes in the marketplace, and in your business. BrandCoaching provides regular reviews and updates to ensure that the brand strategy remains current, relevant and fully aligned with your sales and marketing objectives.

For more information on **Brand-Driven Leadership™** solutions for your business, contact Alice Wendt, Vice President of Business Development, at **212.905.3580** (New York Office), **703.682.6880** (Washington, D.C. Office), or via email to alice@wendtpartners.com.