

# brand touchpoint wheel

For over 20 years I've been inspiring and teaching companies like Sony, Burger King, and Frito-Lay how to **operationalize their brands to grow their businesses**. **Contact me** for a custom proposal and information about my other services." *-denise*

## issues

- do you have a lot of touchpoints and many of them aren't "on brand"?
- do people outside the marketing department fail to see their role in delivering the brand?
- do you need to focus your efforts on a few touchpoints, but don't know which ones?

## approach

a visual representation of all touchpoints between your brand and the outside world and how they work together – and an action plan for optimizing the priority touchpoints

my **action steps** include:

- **audits** of brand communication and experiences
- **stakeholder interviews** to identify additional touchpoints and outline the internal teams that impact the touchpoints
- development of a **preliminary brand wheel**
- **multiple worksessions** with a cross-functional team to refine and vet the wheel
- preparation and delivery of **presentation to executive committee**
- facilitation of management discussion to **prioritize the touchpoints**
- worksessions with key stakeholders to outline the actions needed to **optimize the priority touchpoints**

timing: **5 weeks**

## touchpoint wheel template



## outcomes

a tool and action plan to engage internal teams in working together to interpret and reinforce the brand appropriately at all touchpoints