

# brand platform

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

- ? is there one common understanding of what your brand stands for among all stakeholders?
- ? is your brand's competitive position clearly articulated?
- ? does your team seem to "reinvent the wheel" every time new materials are created?

## approach

### a strategic platform which expresses your brand identity and competitive brand positioning

Like a political platform, a strategic brand platform explains what you believe and what you plan to accomplish. It describes your:

- ✓ **brand identity** – what your brand stands for – the key values and attributes that define your brand
- ✓ **competitive brand positioning** – how your brand establishes competitive advantage – who are your target customers, what is the frame of reference in which they consider your brand, and what is the unique value you provide to them

My process is **inclusive** and **iterative** – key steps:

- investigative audit of your and key competitors' brand experiences and communication
- mining of existing research and industry data
- development of preliminary brand platform
- multiple worksessions with a team of key stakeholders in which we refine and vet the platform
- preparation and delivery of management presentation

timing: **5 weeks**

### example platform



## outcomes

everyone who works on your brand shares one clear, consistent, common understanding of what your brand stands for and how it is positioned vs. competitors