brand toolbox

*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 a gap between your brand strategy and how it gets executed?**
? **do different internal groups disagree on what's "on brand" and what's not?**
? **do your business partners fail to understand or embrace your brand vision?**

approach

a collection of tools which inform, inspire, and instruct all stakeholders to interpret and reinforce your brand appropriately

through a process audit and stakeholder interviews, I identify the approach and tools necessary to:

- **inform** – communicate the brand platform and principles to guide brand execution
- **inspire** – ignite passion for the brand and motivate changed behavior
- **instruct** – facilitate decision-making and actions that are "on brand"

my **action steps** include:

- **interviews** with key stakeholders and workteams
- **audit** of key planning and operational processes
- **table of contents,** and **workplan and schedule** for assembling existing content and creating new tools – contents usually include:
  - rationale and explanation of brand strategy
  - principles and guidelines for delivering brand values and attributes at key touchpoints
  - sample applications for brand expression and delivery
  - decision guides and process outlines
- **creative development** of toolbox concept, look, and feel
- **tool development** – content and creative
- **production** of final toolbox
- recommended **roll-out** and **engagement plans**

example: target tool

timing: **~13 weeks**

outcomes

an aligned, motivated, and equipped organization that executes your brand with operational excellence

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