## 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."

## 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?

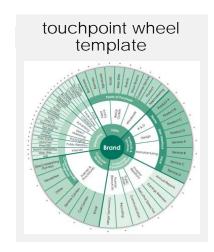
## approach

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
- assessment of touchpoints to evaluate whether or not each is on-brand and to identify needed changes
- analysis and facilitation of management discussion to prioritize the touchpoints
- worksessions with key stakeholders to develop action plans to optimize the priority touchpoints

timing: 5 weeks



## outcomes

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

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