

# Strategic Brand Platform

## ABOUT DENISE

Denise Lee Yohn is the go-to expert on brand-building for national media outlets, an in-demand speaker and consultant, and the author of the bestselling book *What Great Brands Do*.

## WHAT CLIENTS SAY ABOUT DENISE

*Denise's quiver of tools to extract the essence of a brand and to develop a framework for evolving its market value are sharp and effective.* – Marketing Leader, Road Runner Sports

*Her results are beyond superb and she provides outstanding value.* – CEO, Next Proteins, Inc.

*We now have a clear brand roadmap guiding our business that will remain relevant for years to come.* – CEO, Sprouts Farmers Market



*The strategic building blocks that create a strong, differentiated, valuable brand.*

If you are looking to grow from a small business into a larger one, or if you're a later-stage start-up and preparing for an IPO, you need a **Strategic Brand Platform**.

Brand expert **Denise Lee Yohn** will guide you and your executive team through three half-day working sessions in which you develop a working draft of your strategic brand platform.

You will determine:

- Your brand purpose, values, and defining attributes

Timeframe: 3-4 weeks

- Your core customer target
- Your competitive frame of reference and the unique value of your brand
- Your key brand differentiators.

Denise will then conduct three conference calls with you over the next 90 days to advise you on the refinement and implementation of your platform.

You will end up with a roadmap to get and keep you on track to brand growth and success.

Fee: Starting at \$20,000

## CONTACT DENISE

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**DENISE LEE YOHN**  
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