

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
- **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

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