

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**

timing: ~13 weeks

outcomes

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

example: decision guide

When to consider using Jack:

- You are communicating a message that would be represented by the company CEO.
- Our own CEO, or a former CEO (Steve Jobs, Richard Branson, etc.) could likely be portrayed in this same way.
- Jack is a key element of your communications, not just a supplementary visual element.
- You are using Jack in association with an approved Jackman (see Jackman, page 12, for details).

When NOT to consider using Jack:

- There would be no context to his use or he would not be used to communicate anything.
- He would be portrayed in a ridiculous, unhelpful way.
- His likeness would be depicted in a cartoon or clown-like character.
- It would be difficult to imagine any CEO being portrayed in this way.
- You would be using him as decoration (e.g., to embellish a PowerPoint presentation).

If you are able to meet the above criteria and would like to move forward with using Jack, you will need to submit a request for concept approval. See the Approval & Request section for details. Submitting a request does not guarantee approval. Please have someone within a team when developing your project.

If you checked one or more of the above criteria, you cannot move forward with using Jack. Consider using the Jack Head Silhouette Shape 18, an Approved Ball Cap 21-22 or Jack's Hat Logo 23 instead. See the appropriate section of the style guide for details.