



BRAND TRANSFORMATION

TRIGGERS

What's most likely to alert you to the need for an evolution of your brand? Often, the early warning signs don't present themselves as brand issues. But if any of the thoughts below have been at the edge of your mind, it's probably time to ask how your brand could add greater value to your products and services:

- It's getting harder to maintain customer loyalty and advocacy
- There are too many parity offerings in our market category
- Our advertising isn't reaching the awareness levels we need
- Our company needs to feel more contemporary and relevant
- Research shows we're liked but not top of mind, not admired
- We don't get enough positive consumer feedback in the media
- We might have to drop our price point to remain competitive

OUR APPROACH

Through the application of Whole Brain Thinking, we identify the 'Brand Promise' that will be most motivating to your different audiences. And we identify the imagery and tone of voice that will best communicate that message.

We've developed a range of digital tools that will allow the participation of people from every department of your company without disrupting daily routines. This inclusive approach gives a richer, more detailed picture of who you are, what you do and how you do it.

OUTCOMES

We'll deliver a brand promise that captures your competitive advantage. We'll create a blueprint and set of criteria that ensures consistency in all marketing related activities. We'll then guide and assist the implementation phase of the process.

YOU CAN EXPECT TO SEE

- A clear expression of your brand's true value
- Heightened brand recognition and awareness
- Marketing materials that have the synergy of consistent imagery, language, tone of voice and message
- Greater cut through in your advertising
- An uplift in sales, loyalty and advocacy

To see our short presentation:

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