

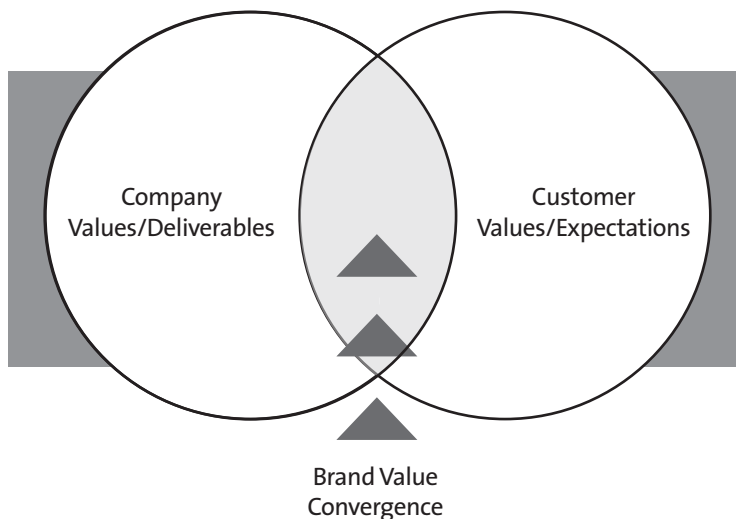
BRAND PLANNING STEPS

I. ESTABLISH BRANDING OBJECTIVES

- A. Determine expected role of branding in overall marketing strategy
- B. Identify special situational factors
- C. Articulate desired outcomes and time frames
- D. Establish program metrics

II. FOCUS THE BRAND

- A. Establish brand benefits
 - 1. Profile the company/organization
 - 2. Profile the customer
 - 3. Profile the brand



1. BRAND PLANNING

- 2. MARKETING: A PLANNING APPROACH
- 3. MARCOM PLANNING



III. POSITION THE BRAND

- A. Construct a Value Proposition
- B. Develop a Unique Selling Point (USP)
- C. Identify an ownable Brand Position
- D. Create a Brand Vocabulary and Core Messages

IV. DEVELOP PHYSICAL BRAND ATTRIBUTES

- A. Design the Brand Signature
- B. Craft a unique brand “look and feel”
 - 1. Symbols, colors, typography, format
- C. Establish brand hierarchy

V. CONSTRUCT PLAN FOR BRAND OUTREACH

- A. Create Brand Deployment strategy
 - 1. For both external and internal audiences
- B. Develop tactical roadmap: Marcom Plan

VI. APPLY THE BRAND

- A. Apply identity elements/messaging to select communications tactics
- B. Measure market perceptions
- C. Re-evaluate brand positioning
- D. Refine brand messages, as needed

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