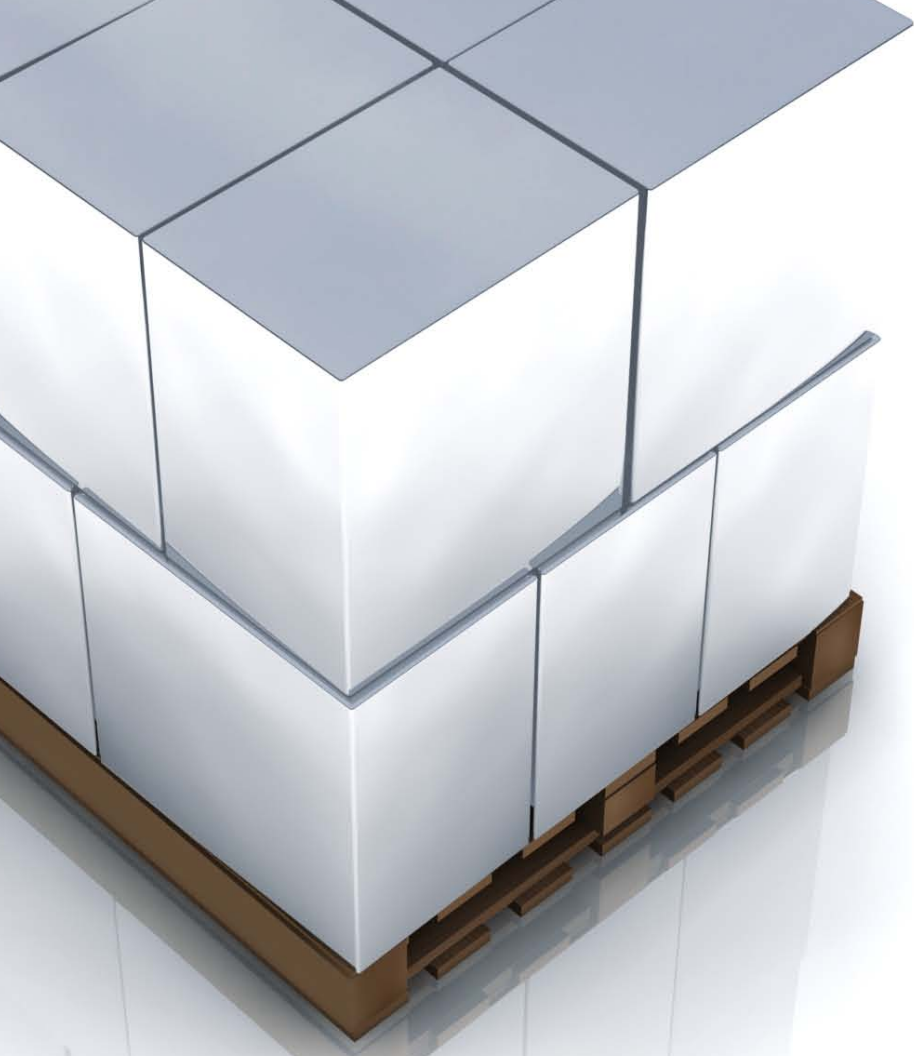




SMART**BRAND**STRATEGY

www.smartbrand.biz



Your “brand” encompasses the entire experience that customers and prospects have with your business or product. In short, your brand is what you stand for; the promise you make; the personality you convey.

A well defined brand strategy will help you:

- **Stand out from the competition.**
- **Enable your competitive position and value proposition emerge.**
- **Position you as a specific value in the minds of prospects and customers.**
- **Grow faster than similar brands.**
- **Gain market growth faster.**

If you have an existing brand in operation, you may need to review your brand strategy if:

- **Your current brand doesn’t successfully reinforce your value proposition or your competitive strategy, or you simply don’t have an existing brand architecture or strategy.**
- **Sales has to continually discount pricing in order to secure orders.**
- **Customers and Prospects are experiencing trouble differentiating you in the marketplace.**

SmartBrand's proven strategic process will help you develop a solid brand platform for marketing and sales by executing these important steps with you:

GET READY: BRAND RESEARCH & PROCESS

• **Pre-session orientation:** Review current needs and challenges with client core team. Set planning dates, execute agreement.

• **Pre-session preparation:** Research competition and prepare materials for Step One session. Engage/invite all stakeholders.

BRAND ANALYSIS

Through this critical first step, we'll clearly define these key brand components:

Current Positioning:

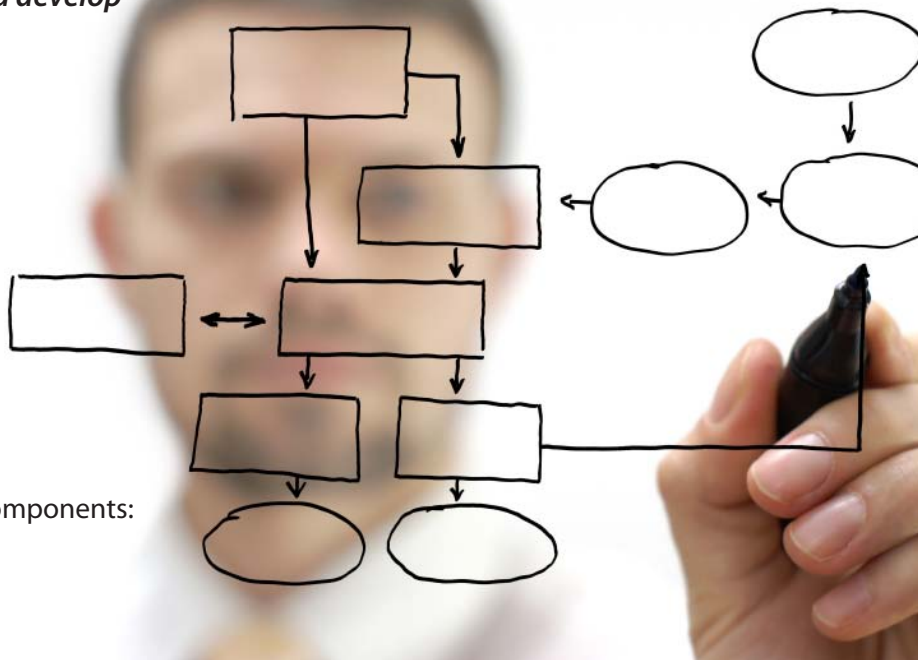
- Primary & Secondary Market
- Key Influencers
- Market Trends
- Existing Perception(s)

Competitor Analysis:

- Market Position
- Brand Position
- Brand Promise
- Brand Personality
- SWOT: strengths | weaknesses | opportunities | threats

Current Brand Audit:

- Current Brand Promise
- Brand Personality
- Brand Positioning/History
- SWOT: strengths | weaknesses | opportunities | threats
- Portfolio Analysis (for multiple brands)



Step One will be finalized and delivered in report form.



2

BRAND STRATEGY

With the components of your brand clarified, we'll begin the process of defining your positioning and personality:

Brand Identity / Personality

Brand Position

Market Position

Value Proposition

- Benefits
- Psychographics / emotional drivers
- Featured values

Brand Architecture (if required for multiple brands)

Step Two will be finalized and delivered in report form.

3

BRAND STANDARDS

The creative work begins with your brand's personality understood, with integration throughout these key components:

Brand Vocabulary

- Name
- Descriptor
- Tag line
- Domain Name(s)
- Copy style

Brand Visuals

- Logo
- Typeface(s)
- Layout styles
- Imagery (related graphics and photography)

Templates

Digital:

- Website (inter and intranet)
- Blog
- Newsletter (electronic and/or print)
- Social Media: Facebook, YouTube, Twitter
- Audio signature(s)

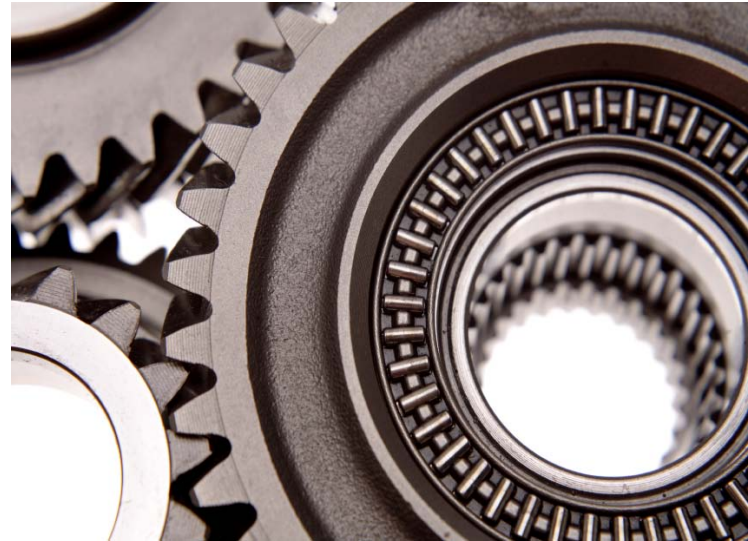
Business Package:

- Business cards
- Letterhead & envelope
- Note card
- Presentation folder
- Proposal/report cover
- Digital media labels (CD, DVD, etc.)

Event Strategies & Guidelines

Advertising Strategies & Guidelines

Step Three will be finalized and delivered in report form.





4

BRAND MARKETING.

Marketing, advertising, public relations, social media, events, trade shows, collateral - you name it, we manage your brand's team.

Brand Transition (if required)
Brand Education (internal)
Awareness Campaigns
Lead Generation Campaigns

Step Four reporting varies per campaign cycle.

COLLABORATE

In the complex world of simple re/branding, there is no "one size fits all" to best brand development process for everyone. But everyone can benefit from our flexible team of strategic and creative professionals bringing years of award winning experience to your specific market.

Add our dedication to ensuring that your sales process is as well thought-out and executed as your brand marketing, and you'll develop a winning combination that dramatically impacts your bottom line.

The SmartBrand team is ready to speak to you about your specific needs at your stage of development, and create a brand strategy plan that is just right for you.

For details, please inquire:

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