



Brand Doctrine Process

Steps	Actions
<p>Step 1: Brand Assessment <i>How is the brand perceived today?</i></p> <p>Gain an understanding of where we are and where we want to go.</p>	<ul style="list-style-type: none">• Review current communications• Look at competitive brand positions• Discuss industry trends and impact on brand• Review current marketing activities• Analyze current business environment• Answer "brand principles" questions
<p>Step 2: Brand Promise <i>What does our brand stand for?</i></p> <p>Create and communicate a long-term value proposition.</p>	<ul style="list-style-type: none">• What is our unique selling proposition (our differentiator)?• What business are we really in?• What is superior about the value we offer our customers?
<p>Step 3: The Brand Blueprint <i>How will we communicate the brand?</i></p> <p>Create the architectural building blocks for the brand's communications.</p>	<ul style="list-style-type: none">• Name• Graphic representation & visuals• Tagline (positioning statement)• Brand story and messaging
<p>Step 4: Brand Culturalization <i>How we will adopt and live the brand?</i></p> <p>Everyone will follow the same written roadmap to ensure a consistent brand experience.</p>	<ul style="list-style-type: none">• Brand principles formerly defined (top 5 ideals to live by)• Brand integration in everyday practices (from how to answer the phone to the set-up for a client visit)• "Wish list" for the next 12 months (i.e., Website, brochure, new business package)• Communications/marketing outline (goals, audience definition, service offerings, product branding opportunities, marketing vehicles identified)