

## BrandActivation<sup>sm</sup> – Realize the full potential of your brand

Your brand is one of your organization's most valuable assets; yet many organizations fail to fully leverage the potential their brand(s) can provide. Strong brands that consistently outperform their competitors are typically market and category leaders. You know the brands—they're the most successful organizations because they know and understand that a brand is a complex intangible and requires special attention and pro-active care.

It's no surprise that well-managed brands get superior results. In a recent McKinsey & Company study of top performing companies, those who had focused on and invested in their brands delivered top percentile results. With such clear evidence of cause and effect, why aren't more companies building and maximizing their brand opportunities? Many are too focused on the day-to-day operations such that they can't focus enough time or energy on the brand. Others may not know enough about branding principals and become "paralyzed" by inaction. Proper branding is one of the most misunderstood activities in the business world today.

Over the course of many years of extensive research into what makes successful brands successful and what makes strong brands strong we've been able to isolate eight specific factors that determine brand success.

1. **Brand Integration:** How well is the brand reflected in the organization's overall strategy? Its vision and mission?
2. **Brand Articulation:** Is there a formal brand positioning statement that identifies the brand's functional and emotional attributes?
3. **Brand Understanding:** Do staff, employees, and other key constituents know and understand the brand's positioning and promise?
4. **Brand Internalization:** Has the brand been translated and applied across all areas of the business in the form of specific brand actions?
5. **Brand Adherence:** Are there brand guidelines that are easily accessible and enforced throughout all communications and behaviors?
6. **Brand Expression:** How well does all brand communication accurately and consistently reflect the brand's positioning and promise?
7. **Brand Measurement:** Are there performance metrics in place to gauge progress and success in achieving brand objectives?
8. **Brand Management:** Is there assigned responsibility for brand oversight with clear authority and periodic review of brand activities?

BrandActivation<sup>sm</sup> can help pinpoint areas requiring immediate focus and also provide reassurances where the brand is performing well. You can use your precious time and resources to address your brand's greatest needs to yield the most impactful returns. Wouldn't you like to become a top performer? Is your brand doing all that it can? Contact us for a preliminary discussion about how your brand can unleash its full potential and power. BrandActivation<sup>sm</sup> has helped companies achieve superior results and realize their full potential. Discover opportunity. Deliver extraordinary.