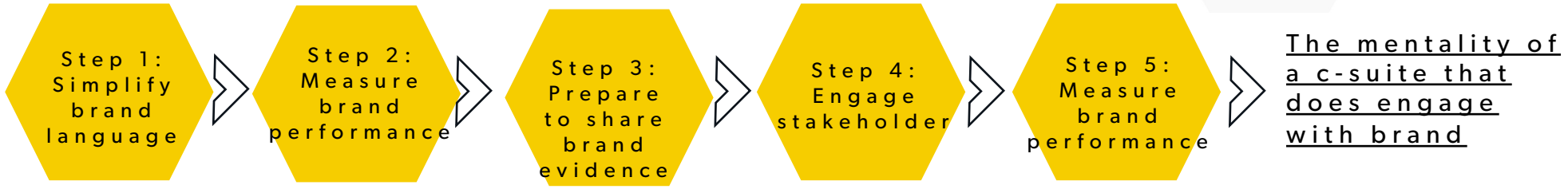
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MODEL:

Building your business case for brand



- Brand = logo (and part of the "colouring in department")
- Brand is a nice to have – not must have
- Regard brand as an expense not investment
- Short term ROI-driven marketing mindset
- Sceptical of the commercial value brands deliver

- Identify key brand terms and simplify the language
- Test run your simplified brand language with close contacts who don't work in marketing

- Take a baseline of employee, brand and financial metrics.
- Obtain Qual/quant/qual – if time and budgets permit

- Baseline brand performance metrics
- Identify case studies (ideally from competitors)
- Obtain evidence-based research to show value brand delivers

- Identify key stakeholders in the c-suite – and those that influence c-suite perceptions
- Sequence stakeholders
- Engage with stakeholders using and measures and evidence via simple language

- Re-measure employee, brand and finance metrics to show value brand delivers
- Consider whether quant is enough
- Share insights – shamelessly – with key stakeholders

- Brand = intangible business asset
- Brand is a must have – not nice to have
- See brand as investment not an expense
- Balanced brand / activation marketing mindset
- Advocate commercial value brands deliver