

Scope of Service

Brand strategy creation for international use

Stage 1:

Pre-project meeting to identify goals and agree on workflow and process.

Brand interviews – to identify the company's internal perceptions of the future brand.

Brand's rational concept – what type of product is behind the brand, how it works.

Competitive landscape analysis – review direct and indirect competitors' positioning.

Stage 2:

Brand drivers – the core idea the brand stands on.

Mission and vision.

Values.

Personality.

Category – what business are we in.

Onliness statement – positioning: what customers should remember about the brand.

Slogan – main message of the brand.

New name of the brand.

Brand promise – the key benefits the brand consistently delivers to customers.

Stage 3:

Target audience.

Key words – to form the brand's characterizing lexicon.

Key messages.

Key topic outlines – stories the brand should tell.

Recommendations on strategy execution.

Brand voice and tone guide – how the brand speaks in different contexts, and storytelling style.

Communication matrix – mapping messages to channels and audiences.

Stage 4:

Brand logotype and mark.

Logo book.

Brand book – 10 items. (color palette, typography, iconography, photo style, visual applications, etc.)

Digital brand guidelines – for consistent online use (web, mobile, social).