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BrandWerks Group Strategic Approach

Better Strategy Builds Stronger Brands. That's our philosophy. BrandWerks uses proven packaged goods methods to help our clients identify and execute realistic strategies using realistic resources. Our approach is practical and is generally a step-by-step process involving some, or all of our development tools below:

Step 1: Discovery

We're business and branding people, not agency people. We talk business, one-on-one, face-to-face. Like McKinsey's 80/20 rule, we want to know what are the most important issues driving the brand.

BrandAssessor™

We ask deeper questions to truly understand your business. We'll challenge your answers. What are your real strengths, capabilities? Does your brand provide a real benefit? Bottom line, we want to know what makes your brand tick.

Simultaneously, we conduct thorough category research. What does the category landscape look like? Where are the "dead zones" and where are the opportunities, both short- and long-term? All of this learning provides the necessary foundation to create the brand and its strategic direction.

Step 2: Direction

Most brands just aren't firing on all cylinders, so we look under the hood, not just kick the tires. Sure, maybe you need a new logo or a sales brochure, but what is the right strategy and the right message? We want to know the real opportunities and the best direction.

BrandVision™

Through our proprietary, BrandVision™ sessions, BrandWerks works closely with you and your team to create your brand vision and growth plan. Our interactive sessions are demanding, but provide results. Here we help you establish a long-term vision with specific, measurable goals. We discuss and

BRAND SOLUTIONS

finalize your brand strategy and positioning. We brainstorm and identify key business development strategies, new product concepts, and sales and marketing ideas. Overall, BrandVision™ is a hands-on process that provides a road map for future growth. Read about a BrandVision™ client solution.

BrandLaddering™

Bringing the customer to the brand requires that a real need must be met. What does your brand mean to your customers, and why is that important to them. And why is that important? The answers to these repetitive, "why" questions hold the key to what may become the optimal communication of your brand. The result is a well-positioned brand that's compatible with your strengths and capabilities. This ensures that success is actually achievable!

BrandBrief™

Before the brand can be designed, or marketing materials produced, BrandWerks summarizes the brand to ensure that the brand's communication reflects your strategy. Here the brand architecture is drafted, in great detail. Image is defined. Personality. Point-of-difference. Colors. Tag line. This is your brand's resume. Our goal is to define the brand so that it translates consistently through every element of your business. At BrandWerks, we want to get it right the first time, cost-effectively and successfully.

Step 3: Development

Once the brand strategy is defined, the brand is now ready for execution. Here we design the brand's identity, create its communication/advertising and develop its sales and marketing programs.

BrandDesign™

With BrandDesign™, your brand is built for success. There's less chance for error because our designers are intimately involved in the development of your brand's strategy...right from the beginning. This means better, more imaginative creative. Faster turnaround time. More cost-effective creative design. With BrandWerks, you'll work with the best creative and technical people. Learn more about our design team.

BrandPlan™

The BrandWerks BrandPlan™ is a realistic plan that generates business. Our team of financial, marketing, sales and distribution experts works closely with you to make sure you grow smartly and strategically. We examine costs, revenue, and margin assumptions. We crunch numbers. We talk to potential customers. We prepare you for successful market entry.