



Process Overview – The Brand Roadmap

The *Brand Roadmap* was designed specifically to identify an organization's core values and focus that organization around a single core attribute that becomes its brand position. This brand position focuses the organization's internal and external communications and serves as a guide for organizational alignment.

It is, in its simplest form, about focusing and unifying an organization to grow.

A few of the benefits of the *Brand Roadmap* are:

- Alignment between the business and brand strategies
- The ability to control critical interactions that your customers and stakeholders have with your brand, based on what your brand stands for
- An organization that makes decisions at all levels according to its brand
- Employees who understand the brand and their role in bringing the brand to life
- A consistent measurement system that allows the organization to monitor, benchmark and improve brand performance continually

BRAND ROADMAP

Brand Discovery

Our belief is that your brand already resides within your organization. Through research and analysis, BoldStroke Consulting clarifies your brand and hones it to a powerful strategic focus – the powerful brand driver found at the intersection of what clients and stakeholders value and find appealing, and the expectations and views of those within the organization.

Brand Retreat

The Brand Retreat is a series of meetings used to set expectations of the process, determine metrics to track progress, ensure internal participation and identify any organizational obstacles early on. It is an open forum to share views on the desired results and give input on direction and issues to be addressed.

The desired outcome of the Brand Retreat is an open, inclusive and trusting atmosphere where the Brand Roadmap process can succeed.

Brand Research

This intensive brand research process is designed to uncover a brand's core benefit and how it connects to its audiences inside and outside the organization.

- Review current strategy and planning documents
- Review past & current marketing activities and results gained/not gained from these efforts.
- Internal interviews with key influencers – management, staff, stakeholders (methods to include in-person interviews, focus groups, conference calls and e-mail questionnaires)
- Develop list of value propositions from interview data
- Test value propositions with external audiences (members and prospective member groups) to validate and uncover intersection of what Organization values about itself and what its members and prospective members desire most.
- Conduct additional research such as trend research, competitive analysis, perception study, etc. to uncover insights that may not be gained otherwise. (Type of research needed would be determined in Brand Retreat)
- Discover the brand's core strength; develop the brand position; emotional and rational drivers; and essential message(s)

Brand Implementation

Brand Identity (BoldStroke works with a strategic partner to conduct the brand identity work)

In many cases once an organization completes the Brand Discovery phase of the *Brand Roadmap* it is immediately obvious that the current Brand Identity needs to either be updated or a new identity created.

- Brand Architecture
- Logo design
- Graphic Standards Manual
- Non-graphic creative development platform

Brand Alignment

True branding impacts everything an organization does. Brand Alignment is the key to having your organization “live its brand.”

- Gap Analysis: identifies where your organization is living the brand and where it's not
- Develop an internal brand strategy that embeds the brand message in the culture and operations of the organization
- Work with managers on how to make better decisions according to the brand
- Develop a training/coaching program to make sure daily activities at all levels of the organization reinforce the brand

Brand Marketing and Communications (BoldStroke works with a strategic partner to conduct the brand identity work)

Once a core message has been established, it is important to wrap it in a compelling package that is creative and effective enough for the target audience to take notice of and develop loyalty for a brand. The message must be highly focused, and reflect the personality of the brand in a way that strongly connects with each of the Organization's key audiences.

Brand Measurement

In the Brand Retreat we defined the important metrics needed to measure progress throughout the *Brand Roadmap* process. Though Brand Measurement is listed as a separate element at the end of the process, it's actually a vital part of each element in the process.

At regular intervals we will meet with you to review the results of this tracking research and determine whether adjustments are needed to reach the objectives and aspirations discovered in the Brand Retreat and Brand Research.

Brand Measurement allows you to know, not guess.