## The brand strategy roadmap.

Milestone meeting **Brand strategy Execution/implementation** 

First touch

First meeting

Tell

Listen

Set-up

Diverge

**Build** trust

Perception Expertise

Manage expectations

Value based Understanding the client

Contract

Project set-up & timeline

Practical Workflow

Define roles & stakeholders

Brand workshop

Research phase

1. Company

2. Category

3. Consumer

4. Culture

Learnings

The amount of possible outcomes. •

Truth session

The amount of possible outcomes.

Part of the

**BRAND** 

BUILDER

masterclass

Converge

Positioning & boundaries

Limiting the sandbox Positioning in the sandbox

Strategy presentation

Clarify

**Definition & personality** 

Defining the brand messaging & visual outlines.



**Create** 

**Grow** 

**Branding / Creative** 

Creative execution based on brand strategy

Brand management / consultancy

Managing the brand Following up on the brand Brand campaigns