

The background is a vibrant yellow with a textured, slightly mottled appearance. There are several pieces of paper layered on top: a rectangular piece of yellow paper with a torn edge is positioned in the upper right; a dark green paper strip is on the left side, partially overlapping the yellow background; and a larger, irregular piece of yellow paper with a torn bottom edge is at the bottom. The text is centered in the middle of the composition.

BRAND PLATFORM

Colourful Brand Platform

The foundation of your branding is a document known as a 'brand platform'. This describes your place in the market, your proposition for consumers, and the personality of your brand. It is for sharing with your stakeholders, staff, and partners – all those who will be critical in delivering it. This central story will inspire your brand culture, behaviour, communications and customer service. And it will shape the development of your verbal and visual brand identity. Creating one is a highly collaborative process. We're here to challenge, structure and refine your thinking to help get it right.

STEP ONE: EXAMINE

First we uncover as much as we can about you, your market, and your competitors so that we understand the opportunity. We review existing research and strategy documents and consult with your management team, staff and customers. We review your existing communications and look at trends in your market too. All of this enables us to create hypotheses and stimulus material for exploration at the next stage.

This step covers:

- Stakeholder consultation
- Audience consultation
- Brand audit
- Competitor review
- Trends report

STEP TWO: BOUNCE

Our half-day exploratory workshop session enables groups of 6-8 stakeholders to share perspectives and start to develop a strategy. Together, we will explore your product, target audience, competition and core values. We will identify your brand's strengths and opportunities and discuss possible directions for your brand.

This step covers:

- Your product, now and in the future
- Your target market needs and mindset
- Your competitors, benchmarks and affinity brands
- Your brand values and philosophy

STEP THREE: FOCUS

The next step is to develop a 'brand platform' to capture your brand ethos and story. We expect to work with your team to refine and test the brand platform and embed it in your working practices. We aim to deliver an inspiring point of reference for your brand.

This step covers:

- Your vision: The world you aspire to
- Your mission: What you deliver in order to make it happen
- Your position: What sets you apart and makes you appealing
- Your proposition: A persuasive narrative summarising your position

