

HOW TO BRAND FOR SUCCESS

We know that brands are your business' most valuable assets, but most branding is not as effective as it should be. At Brand for Success we've created a 3-step brand management framework that helps you clarify, focus and align your brand so that you can BRAND FOR SUCCESS.

Arrange a BRAND FOR SUCCESS STRATEGY SPRINT for your business by contacting us today.

BRAND FOR SUCCESS PRIVATE WORKSHOP

Two steps, one goal: your SUCCESS

1. CLARIFY

your brand's authentic differentiator

Let's uncover your brand's authentic differentiator through the following process:

During the day 1 session we use scientific models to guide us through a systematic process where we together consider all aspects of your brand, a brand audit if you like.

By the end of this session you will have clarity regarding your:

- ✔ Need satisfied
- ✔ Target market
- ✔ Brand personality
- ✔ Values
- ✔ Core brand associations
- ✔ Brand essence
- ✔ Higher purpose

2. ALIGN

your marketing programme once and for all

The entire marketing programme is then aligned with your authentic brand identity.

During the day 2 session we use what was developed during step 1 as input and together develop your:

- ✔ Brand positioning
- ✔ Brand mantra (internal)
- ✔ Money statement
- ✔ Brand slogan (external)
- ✔ Mission
- ✔ Touchpoints audit sheet
- ✔ Sales funnel
- ✔ Website wireframe
- ✔ Lead-generators
- ✔ Email campaign
- ✔ Search engine marketing
- ✔ Social media marketing
- ✔ Traditional marketing



Investment

Online Private Workshop: Business Leader + 4 Max (\$2,995/~R55,000)
On-site Private Workshop: Business Leader + 4 Max (estimate: \$3,995/~R72,000 + all related costs)
Contact us for full-service brand strategy, including research.

MEET DR PIETER STEENKAMP

Your BRAND FOR SUCCESS guide

I hold a PhD in brand management from University of Stellenbosch Business School. As a brand management lecturer and researcher at a university in Cape Town South Africa and a visiting professor at universities in Germany, I stay up to date with the latest brand management developments. This affords me the incredible opportunity to consult with leaders of some of the most admired brands.

MORE THAN 300 PROJECTS COMPLETED.

"I would recommend BrandDoctor over and over again. The strategy sprint sessions were very insightful and of immense worth in helping to clarify the way forward for my brand. Not only does Dr Pieter Steenkamp have the ability to effectively guide your thinking but what really sets him apart is the fact that he is fully vested in the sessions. Thank you for helping me BRAND FOR SUCCESS!"

-Lindie Alant Owner Liveauskin.com

Clarify and communicate what your brand stands for so that you can BRAND FOR SUCCESS