



What is Branding Excellence™?

Strong brands have 2 basic components

A. Brand Promise



B. Brand Delivery

- Brand Essence
- Brand Identity
- Brand Position

- Attributes, benefits and values
- Organisation and distribution
- Brand Image

Characteristics:

1. Brand Promise and Brand Delivery are equally balanced and leveraged
2. Uniqueness and differentiation are key drivers
3. Consistency across products, markets, organisations and cultures
4. Strong brand management systems and processes in place
5. Board and top-management are deeply engaged and committed




Branding Excellence™ alignment

BRAND IDENTITY

Internal company and
people perception

BRAND IMAGE

External stakeholder and
customer perception



Where does the
company want to
be tomorrow?

MARKET SPACE



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