

Flash Branding

The goal of the Flash Branding process is to give the agile company a quick and valid basis for building brand communications. It's a dynamic process in which we bypass costly market research by accessing and building upon the knowledge of internal stakeholders. Quite simply, we conduct focus groups and interviews with the key members of your marketing and management teams to gather the information we need to channel through our process. The end result is a brand message that contains the essence of your organization. And, because your key internal stakeholders actively participated in the process, we typically have immediate buy in from the decision-makers within your organization. Flash Branding: It's streamlined. It's cost-effective. And it works.

The Flash Branding Process

The key to making the process quick and cost-effective is the way we gather information. Depending on the complexity of your organization and your challenge, we can typically gather the input we need through two to three ½ day brainstorming sessions with your team. Sections I and II on the following outline present the topics we cover in those sessions. Sections III and IV detail what we provide once we have analyzed the data we have gathered.

I. **Flash Analysis: A snapshot definition of the current situation and market climate**

- **Objectives**

What are your short-term and long-term *communications* goals?

- **Audiences**

Who are the different audiences we are trying to address?

- **Competition**

Who are your primary competitors? How are they positioned? What are their strengths and weaknesses?

II. **Brand Analysis: Definition of the parameters of your brand.**

- **Strengths and Weaknesses**

- **Features and Benefits: Rational and Emotional**

What are the tangible and intangible features and benefits of your brand?

- **Perceptions**

How do people see you? How do they feel about you?

- **Nomenclature and Imagery**

What current logos, graphics and words do people associate with you?

- **Needs Assessment**

What are your customers' needs? How do you meet those needs?

- **Comparison**

What famous brand are you currently like? What brand would you like to emulate?

III. Brand Positioning

- **Unique Selling Proposition (USP)**

What makes your brand unique? Is it a competitive advantage? Do customers see it as being important?

- **Strategy Statement**

Much like a mission statement, this one to two sentence statement is the essence of your brand.

IV. Public Expressions

- **Tag Line**

This is your brand promise, the succinct and sometimes pithy punctuation to all of your communications.

- **Graphic Identity/Logo**

If desired or necessary, your brand image can be translated into a graphic mark (logo).