



# BWP CG.

Brands With Purpose  
Consultancy Group.

## Brand strategy process

Brand strategy is about creating a certain image & perception in your audience's minds, influencing their buying decisions. Branding is not just about how a brand looks. That is just the tip of the iceberg. Below the surface is a machine of elements all working together to make up the brand that you see. The elements include;



### **Develop the Internal Brand; Brand DNA.**

Think about your Brand purpose, brand vision, mission, core values. Also think about your worldviews, opinions, beliefs & commitments.



### **Positioning Strategy.**

Think about the image that you want to create, the perception that you want people to have of your brand. Know your T.A & understand the market landscape to curve out your difference.



### **Communication Framework.**

How your brand is going to present this image & create this perception? Through how it communicates and presents itself. You need to know your brand personality, TOV, brand message & story.



### **Visual Identity.**

There is no point to design a logo and other branding materials without a strategy. Ask yourself, what do you want people to get out of your design elements? What do my brand colors communicate?



### **Marketing strategy**

Now develop a plan for your brand expression. You now have the essence of the brand, the visual representation & collateral, now you need a marketing strategy & Remember; marketing is story telling.