



We've got a lot of balls.

What's your brand?

Everyone and everything has a brand, whether or not you want it, know it, or have ever thought about it. It's not the logo, not necessarily what you think or say it is, nor found in your mission statement; your brand is what people think of you.

Your brand is *everything* about how your organization is perceived by its internal and external audience. It is the authentic essence of the organization and the promise on which it is built.

Ultimately, your brand is a reflection of your promise. As with all promises, it is trusted only as far as it is genuine—in other words, as far as those promises are met. Brand management is about creating, making and keeping the Promise that is inherent in your brand.

creating the promise defining your brand through a profound analysis, understanding and articulation of your organization's essence

making the promise positioning your brand in the mind of your audience through communications and marketing activities

keeping the promise managing capability by aligning your people, practices, product, standards and place of business around your promise.

Our work in the Brand Clarification process is to help you create the brand promise by articulating brand vision, mission and values. This culminates in an Inspiring Proposition around which you can begin to frame all your other design, communications and marketing activities. We'll provide you with the tools for making your brand promise in a **Brand Platform**.

But the biggest aspect of brand management, keeping the promise, will be up to you to manage as you align your people and your practices to reflect and support your brand values. We can help you by providing a framework and diagnostic tools, but this process will take time—several years is not unusual. However, the rewards are profound, ranging from simplified decision-making to streamlined internal procedures and processes to increased earnings.

Ultimately, those organizations who rise to the top of their competitive sets, do so by disciplined adherence to creating, making and keeping their brand promise.