

# The Brand Strategy Journey

## Your brand brings your company to life.

Brand strategy creates a distinct, consumer- and employee-facing identity. It guides workplace culture, decisions, internal & external communication, priorities, and how to go to market.

### The Path to Brand Strategy

#### 1 Brand Soul

Encapsulates the essence of your company's purpose, giving you an intentional voice to the customer and team members

**What is that one statement that captures the essence of your brand?**

#### 3 Initiatives & Metrics

Focuses company priorities and resources. Tracks brand health and overall performance of initiatives

**Does your brand strategy drive your company projects and investments?**

#### 2 Brand Attributes

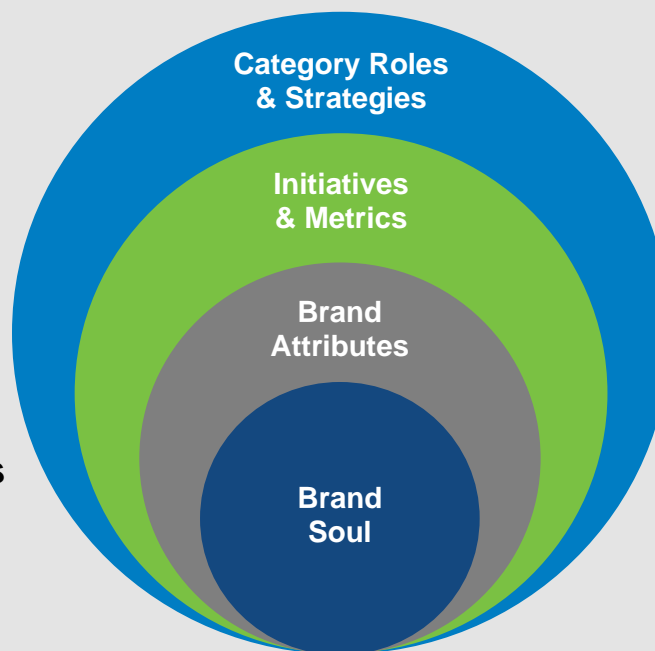
Defines "points of differentiation" or attributes that customers know you for

**Have you identified where you are going to win against your competition?**

#### 4 Category Roles & Strategies

Provides a framework for category management planning

**Do your Category Managers use brand strategy to guide their pricing, promotional, and assortment decisions?**



Our 90-day engagement takes you through our four-step process in developing or updating your brand strategy. At the end of the session, your company will have developed:

- A brand positioning statement that captures your company's purpose & competitive positioning in the marketplace
- The how and where your company will differentiate itself through the Brand Pillars – convenience, value, merchandise authority, experience, customer service and social consciousness
- A three-year roadmap documenting specific initiatives and metrics to support the brand strategy
- Defined roles, strategies, and supporting tactics at the sub-category level

The outcome will be a blueprint to align your teams and position your company for future success!