

# **Brand Foundation Process**

### competition

set the stage for clearly differentiating the brand from competitors by analyzing their names, positioning and messaging

## formation

create an internal working group of thought leaders and influencers who will lead us to the best result and catalyze dissemination of the brand promise

# integration

clarify this brand's relationship to all others in the client's architecture, looking for opportunities to create synergy

## definition

construct the brand's foundation (core purpose, vision, mission, position, values, character and tagline) - an extremely clear and simple-to-use platform from which to communicate and live the brand

do market testing to ensure resonance of shortlist taglines inside and outside the organization

confirmation

### protection

conduct linguistics and legal checks, and obtain appropriate web domains, to ensure differentiation and protection of the tagline shortlist

#### decision

make the final choice of tagline

#### presentation

present the carefullychosen final brand foundation, and the comprehensive process that was followed, to the board

2-3 weeks

3-4 working group meetings, 3-4 weeks

1-2 weeks

1-2 weeks

at client discretion

at client discretion

"Andris was a great support to my team in developing a compelling retail brand platform. He is an enthusiastic and collaborative team player. I would recommend him to anyone looking to understand & harness the power of their brand."

Marcie Connan Research Manager Canadian Tire "Andris is a thoughtful and articulate professional with lots of insights and ideas. He challenges you to think outside of your comfort zone and to really think strategically."

Julie Giraldi Chief Human Resources Officer Vice President of Health Human Resources Leadership Ontario Hospital Association "We are extremely proud of what we have achieved with Andris' help. The icing on the cake was to have our work endorsed by Karen Kain, and the ballet's senior management team, at our first presentation to them!"

Jennifer Burton
Manager, Individual Giving
The National Ballet of Canada

"Andris is a true brand strategist and exceptional communicator, who brings unique perspectives and imaginative ideas. His level of knowledge of brand strategy is outstanding, and his passion and sense of humour made it fun to work with him."

Craig Swatuk
Director, Brand Strategy and Marketing
Ontario Hospital Association