

BRAND DISTILLATION

What do I brand first..and why? Keep your business and brand aligned at all times.

Here's how it works: List your business's key focus right now. It doesn't matter if your objectives are to get a product on a shelf, or simply making people aware that your business exists. What strategies do you have in place to make that objective happen? Every business strategy has a parallel marketing strategy when it comes to communication. Ask yourself what tools you need to execute these strategies. Whether it's a multinational campaign or a simple business card, you will start to arrive at a customized list of communication vectors that works for you. No cookie-cutters needed.

