

# Building a BRAND-FOCUSED Foundation for your Marketing Communications



Your brand investments spring from the basic values, vision and mission that drive your company. These core elements define your corporate and brand identity, and can powerfully influence both customer perceptions and employee participation. Our structured development process can quickly help you crystallize and communicate your core brand.

## Communicating Your Vision

The heart and sole of a company is its vision of its future. This vision is embraced by all employees, and serves to motivate and drive them on a daily basis. Because a company's vision goes to the very core of why the company exists, all branding or identity building efforts must support this vision.

## Clearly Articulating Your Mission

These are a series of statements that describe actions, which if done successfully and on a consistent basis, will result in the company's achieving its vision. For example, "we are the low-cost provider of x," or "we provide the highest quality y in the marketplace." It is important that all branding or identity building efforts reflect the externally-focused components of its mission statement.

## Creating Culture Through Shared Values

Corporate values are the philosophical guidelines that govern the day-to-day decision making processes of employees. Most of these are internally focused, but some define the way a company interacts with its customers. Incorporating these in your brand and identity building communications can be a powerful tool to positively shape consumer perceptions.

## Environmental Factors Impacting Your Brand

The information this activity provides is not only critical for strategic planning and product development, it is also crucial for the process of positioning a brand or corporate identity. This includes understanding historical factors, a company's internal strengths and weaknesses, uncontrollable external factors, and the competitive landscape.

## How We Can Help

Many companies have already done some or all of their homework as part of their on-going strategic planning and product development process. If that describes you, congratulations—you're a step ahead. If not, we can help you lay the necessary foundation quickly and painlessly, providing everything from orientation materials, to impartially-facilitated, structured group sessions and internal post-activity communications. Our approach is flexible and tailored to each company's unique needs and resources.

Brand, Etc. LLC  
5250 Front St  
Rocklin, CA 95677  
916.632.95677  
[www.brandetc.com](http://www.brandetc.com)

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