

£0.90



£2.49



Serving up a strong brand can be far more profitable

Brandbox24 is a unique 24 stage approach to brand development. It has already delivered huge benefits to many leading UK companies including:

- being able to charge more for their products
- reducing the cost of their marketing
- finding it easier to attract new customers
- obtaining more economies of scale
- being able to allocate resources more effectively
- futureproofing their businesses

should you be getting more out of your brand?

It's a fact that...

The drive for something **well-known** and **trusted** is stronger than the drive for novelty

Brand owners have to remain at the **cutting edge**, providing consumers with a constant flow of **new and improved** products ahead of the competition

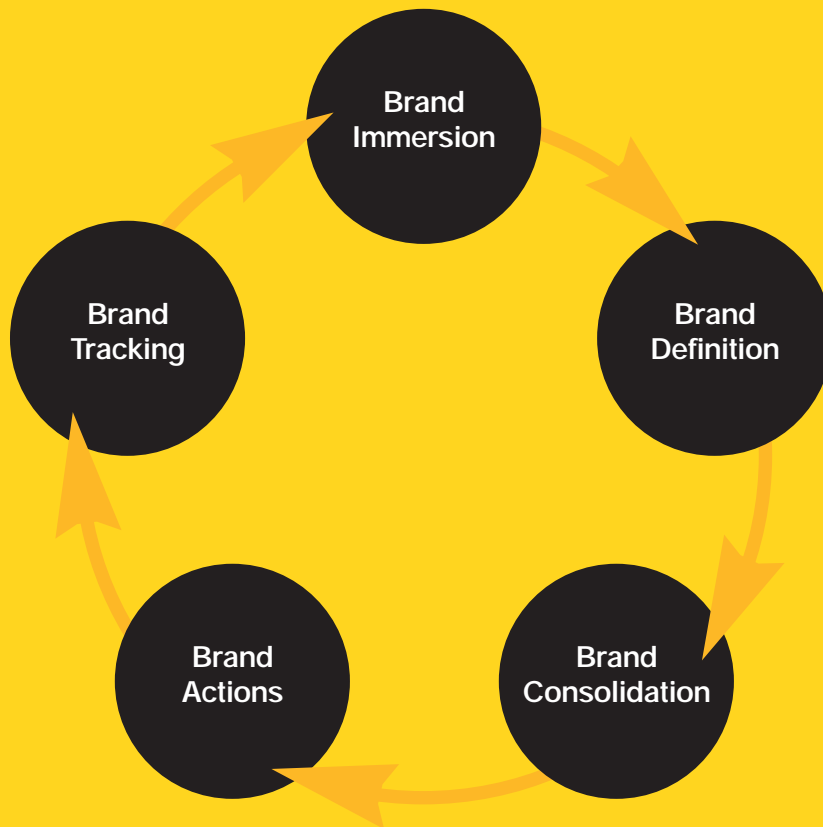
Brand leaders commonly have **lower costs**, particularly because of **scale economics** in marketing spend

Brands may start life in planning documents but ultimately they **rest** in the **minds** and **hearts** of people

During an economic downturn or recession, **brands that invest** ahead of the competition do better during the slowdown and **recover** much more **quickly** on the upturn

Source: Chartered Institute of Marketing

The unique brandbox24 process



The unique 24 stage process can be broken down into 5 key phases:

- Brand Immersion** Establishing your current brand position
- Brand Definition** Scoping out your key drivers and messages
- Brand Consolidation** Determining key brand attributes and illustrating via an appropriate brand framework
- Brand Actions** Developing and implementing internal and external action plans
- Brand Tracking** Establishing benchmarks to track progress over time

Phase 1 Brand Immersion



Objective To establish the current brand position

Methodology Carried out via workshops with key stakeholders, desk research and customer research

Benefits Collates all the background information necessary to develop a coherent and relevant brand strategy

- 1** **Brand strategy** - understand / develop brand vision - where is the brand going? How does it fit with the corporate strategy? What are the BIG goals and objectives?
- 2** **Brand context** - understand how the brand sits amongst sister / parent brands; map out the product range / look at the regulatory environment / macro-economic environment; understand the positioning relative to major competitors
- 3** **Brand needs analysis** - understand customer needs and how the brand attempts to meet them

Phase 2 Brand Definition



Objective To scope out key messages and drivers

Methodology Uses our brand pyramid tool to determine key strategic areas

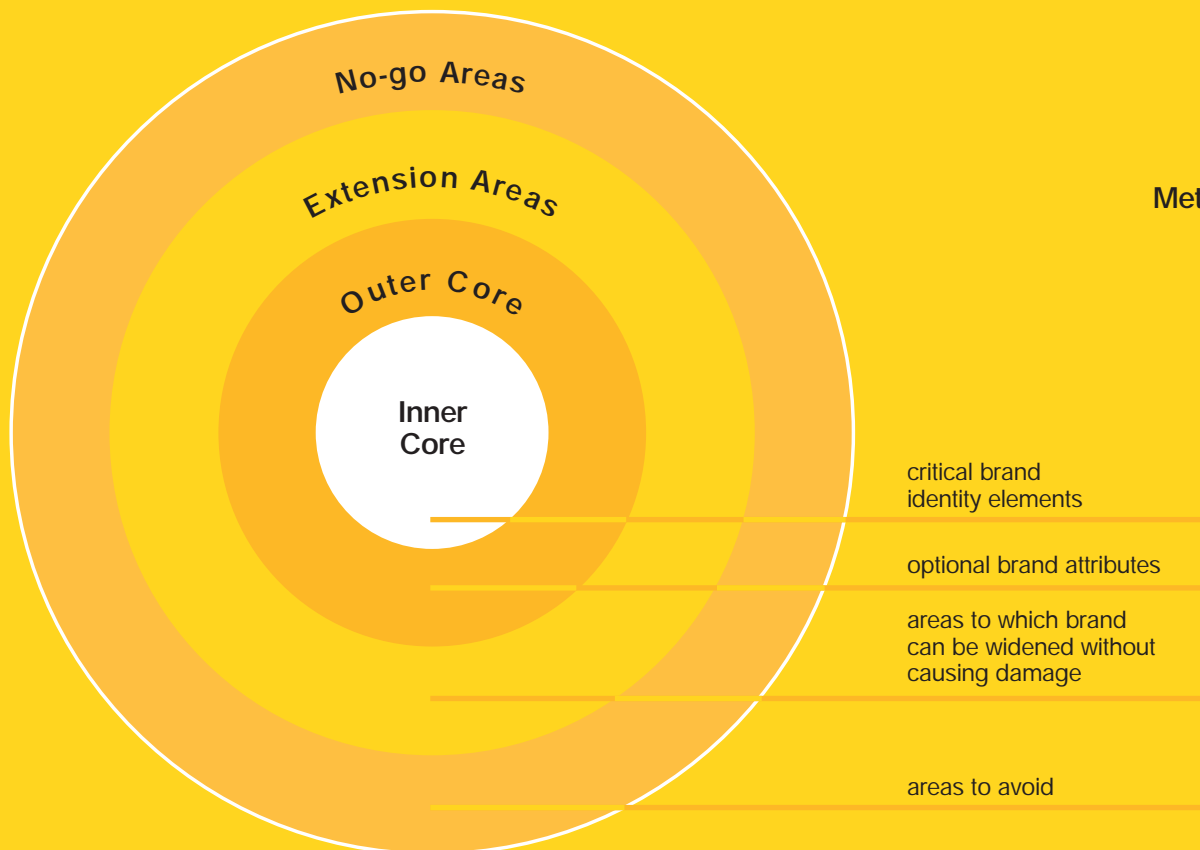
Benefits Defines the entire framework upon which to build relevant brand activity, covering all essential areas and obtaining input and buy-in from all relevant stakeholders.

Brand pyramids provide key tools for fully digesting and understanding the brand portfolio and for implementing relevant and successful marketing solutions.

We can populate the brand pyramid(s) in a collaborative way involving all your major stakeholders.

Phase 3 Brand Consolidation

13 Example Brand Onion



Objective To agree key brand attributes and illustrate via most appropriate brand framework

Methodology Use tools such as brand pyramid or brand onion to bring all key areas together and act as a focus for the next stage

Benefits Clarifies the pivotal point against which all brand activity is developed and measured

Phase 3 Brand Consolidation cont.

We will then:

- 14** Develop brand insights - illustrating the core brand attributes and target audiences through use of imagery

- 15** Consider wider brand remit - looking at the brand in all its applications



example brand insights



Phase 4 Brand Actions

Objective To agree and implement an action plan to put the brand into practice

Methodology Develop a creative strategy for your marketing communications

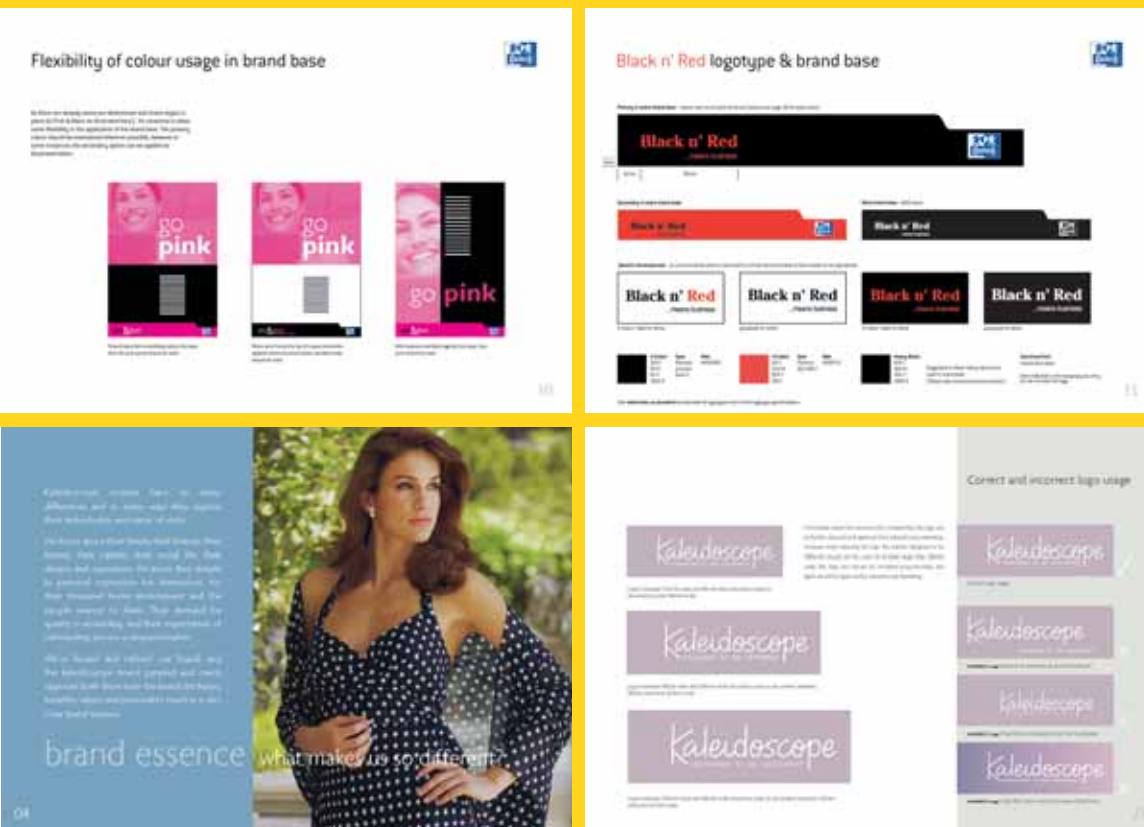
Benefits A creative style is developed and set in stone - this can then be briefed into all relevant stakeholders and controlled centrally

16 Develop graphic interpretation - creative styling to support the brand



example graphic interpretation

Phase 4 Brand Actions cont.



example brand guidelines

- 17 **Develop brand guidelines** - production of directional document to ensure the consistency and integrity of the brand, resulting in clear and simple brand messages values and perceptions (pyramids, logo usage, fonts, colours, tone of voice, icons, photography, do's and don'ts)
- 18 **Brief all relevant stakeholders** - agencies, staff, suppliers...
- 19 **Develop marketing materials** - (see www.outsidethebox.co.uk for further examples)
- 20 **Establish brand efficiencies** - maximise economies of sale
- 21 **Establish controls** - put measures in place to make sure the brand is managed effectively over time

Phase 5 Brand Tracking



Objective Put in place benchmarks to track progress over time

Methodology Determine most appropriate tools and implement action plan

Benefits Provides a basis to see how the impact of the brand changes positively over time against set objectives

22 Benchmark research - Track brand impact, emotion and loyalty

23 Exploit marketing communications for maximum impact and ROI

24 Continue to manage the brand over time

What do our clients say about us?

npower

“We can always rely on otb to deliver innovative, hard-working campaigns that are on brand and delivered accurately. Their creativity always exceeds our expectations even when working with complex and dynamic propositions, tight deadlines and limited budgets. The great thing is that they balance this creativity with a straight forward, logical approach and deliver every project with a greatly valued ‘can-do’ attitude.”

John Dickinson

“The idea of the brand common platform that outside the box came up with was a brilliant idea that all our agencies have taken on board. Going forward outside the box will also be responsible for all consumer advertising activity for Black n’ Red and we’re looking forward to seeing the creative ideas that they present.”

Supplies Team

“From the fundamental development of strategy through to the operational details of the launch outside the box proved to be the ideal choice. Combining creativity with hard nosed business sense they ensured we exceeded our objectives.”

Business Express

“No one has ever done anything like this in this field. It’s great. To date our new client acquisitions include quality names such as Harrods and Waitrose. And quality is what outside the box helped us deliver.”

why not let us do it for you?