

# EASY & ATTRACTIVE

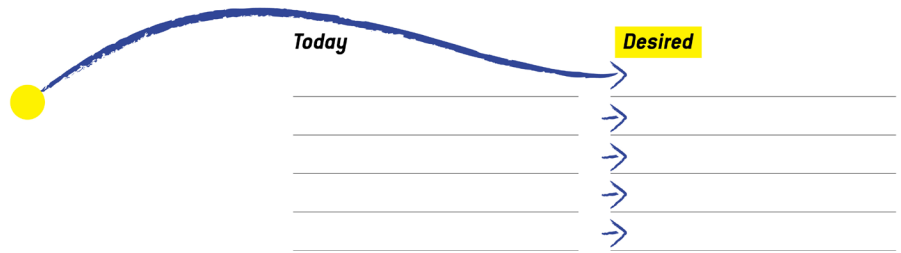
brandid.ch  
RELEVANCE & RESULTS

THE WAY TO CREATE  
CUSTOMER PREFERENCE  
FOR YOUR BRAND

## Brand PERSONALITY

Does your Brand personality create identification?  
Is the PROMISE clear?  
What type of experience does it generate?  
Does it remain engraved into the customer's memory?

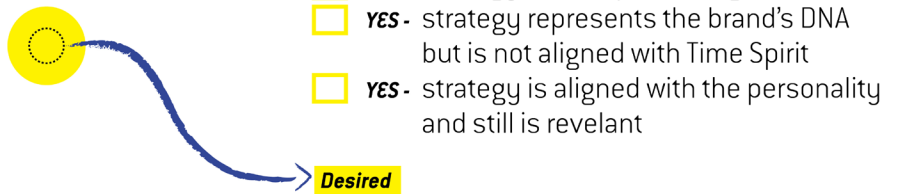
Capturing the past, Creating the future



## Brand STRATEGY

How does your strategy:  
1. Make it easy for the sales force to sell ?  
2. Make it easy for the customer to buy ?

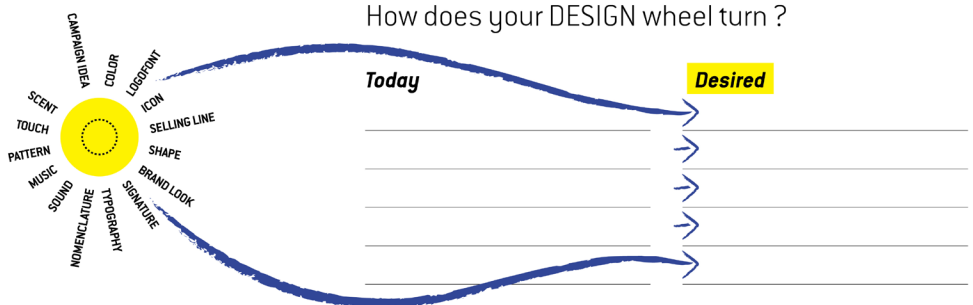
Is your strategy relevant ?



## Brand IDENTITY

How does your Brand Identity amplify distinction and recognition ?  
Are your brand's personality and strategy conveyed in its identity ?  
Do your customers use your brand to affirm their own uniqueness and preferences ?

How does your DESIGN wheel turn ?



## Brand ACTIVATION

How would a change in tools catapult your brand into 2012?  
Remove the old  
Keep what is good  
Add something new

Bring your brand experience to the right place

