

Brand ReFi™

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We can help you develop everything from **core values** and **value proposition**, to **cultural positioning** and **brand story**.

BrandUp™ Strategy Workshop

Profitable organizations who live and breathe their brands, start from the brand up.

This workshop takes a deep dive into your current brand perception, brand behaviors, culture, brand engagement, and brand awareness efforts.

Conducting a BrandUp™ Strategy Workshop provides you with a clear brand position, a 360° view of your visual brand, and is the first step in achieving cultural transformation, and higher brand awareness.

WORKSHOP CAN INCLUDE:

✓ **Brand Positioning**

- Target Market
- Consumer Segmentation
- Brand Differentiator
- Competitive Brand Analysis

✓ **Value Proposition**

- Core Values
- Mission/Vision
- Brand Promise
- Value Proposition Statement
- Competitor Marketing Analysis

✓ **Brand Storytelling**

- Brand Story
- Brand Personality
- Brand Voice

✓ **Brand Culture Assessment**

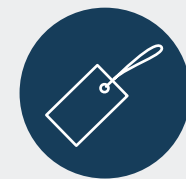
- Discover Cultural Brand Gaps
- Cultural Transformation Opportunities
- Internal Brand Culture Development
- Cultural Brand Immersion



BrandUp™ Strategy Workshop



Brand + Marketing Audits



Rebranding + Name Changes



Brand Storytelling

“A brand is not a product or a promise, or even a feeling. It’s the sum of all the experiences someone has with your company.”