



## Branding Excellence

Branding and brands impact the business and financial performance of all modern companies regardless of size, industry, market and culture. Companies can leverage the brand assets towards customers, suppliers, other stakeholders and within the entire organisation, and benefit from enhanced trust, image and loyalty.

These factors are creating stronger relationships between companies, brands and people, which enhance financial performance.

VentureRepublic provides knowledge and international expertise in the branding field, and enables our clients to benefit from Branding Excellence.

[www.venturerepublic.com](http://www.venturerepublic.com)

VentureRepublic is a knowledge company focused on providing global marketing and branding strategies. The company enables the clients to bring their potential value to life through comprehensive strategy, marketing and branding programmes.

Strong branding creates profitable businesses	
Services	Client value
<b>Brand Research</b>	<ul style="list-style-type: none"> <li>▪ Comprehensive analysis and assessment of current corporate and product brand portfolio = definition of the project platform</li> <li>▪ In-depth analysis of relevant brands (competitors, similar industries etc.)</li> <li>▪ Assessment of potential brand value drivers for future growth</li> </ul>
<b>Brand Strategy</b>	<ul style="list-style-type: none"> <li>▪ Development of overall brand strategy for the company incl. corporate/ product brands</li> <li>▪ Objectives for value capture through branding efforts</li> <li>▪ Ensure coherence with business strategy, company objectives and plans</li> <li>▪ Shared understanding and commitment to branding and its diverse components among all participants</li> </ul>
<b>Brand Identity &amp; Brand Architecture</b>	<ul style="list-style-type: none"> <li>▪ Determine explicit features, benefits, values and personalities for all corporate and product brands</li> <li>▪ Creation of overall portfolio of corporate and product brands = simplified and coherent structure</li> <li>▪ Educational materials for internal audiences and external organisations to ensure shared knowledge and commitment</li> </ul>
<b>Brand Management</b>	<ul style="list-style-type: none"> <li>▪ Development and implementation of operational systems and processes for internal and external brand management</li> <li>▪ Detailed implementation plans</li> <li>▪ Budget allocation and management</li> </ul>
<b>Brand Valuation</b>	<ul style="list-style-type: none"> <li>▪ Identification of brand value drivers and their contribution to company financials</li> <li>▪ Valuation of brand portfolio and intangible assets on the company balance sheet</li> </ul>
<b>Research, Education &amp; Advisory Service</b>	<ul style="list-style-type: none"> <li>▪ Strategic research on branding, best practices and new ideas for future growth and strategy work</li> <li>▪ Internal and external education and coaching of boards, management teams and line functions on branding and marketing</li> <li>▪ External advisory board (ad hoc/ on-going basis) on strategy and future initiatives</li> </ul>

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