



Brand Strategy

Connect with your whole ecosystem through a solid brand strategy

Intentionally design the connections between your brand, your employees, partners, and customers! Understand your brand's current perceptions, identify the gaps between intention and reality, and define what's needed to close those gaps.

THIS SERVICE HELPS TO...

Identify how your brand is perceived in the eyes of your target audience

Pinpoint areas of opportunity based on gaps in the current brand experience

Learn how to connect your values to the brand



WHAT YOU GET

A strategy that captures these elements:

- ✓ Brand persona – the attributes and characteristics of the brand
- ✓ Brand promise – what you deliver as part of the persona
- ✓ Brand positioning statement – where the brand fits among others, and how to maintain it
- ✓ Value proposition – what value the brand offers, and to whom
- ✓ Brand architecture – the organizational structure of the primary, sub-, and co-brands



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HOW WE DO IT

- 1** Through interviews and workshops we'll collaborate with your key stakeholders to capture the strategic objectives, vision, and mission for the brand.
- 2** A competitive analysis and audit of your existing brand will be conducted, including research on current perceptions.
- 3** We'll develop a final, actionable strategy document that aligns your goals with internal and external audiences and their values, needs, and expectations.



About Akendi

Akendi is a human experience design firm with 16+ years of successful collaborations, leveraging equal parts research-led analysis and inspired creative design. Our multi-disciplinary team of 15+ specialists help your organisation to deliver exceptional experiences and provide strategic insights to put you a step ahead of the competition.

Our Services

We ideate, strategize, research, design, test and construct all aspects of the customer and user experience, ensuring intentional experiences that meet citizen, customer and user needs. Every time.

Call For Consultation

Learn how our user-centered approach can help you. We offer complimentary telephone consultations and educational white papers. Contact us today!

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