

# *Building stronger bonds through better brands*

Whether you need to deal with brand fatigue, reinvigorate your brand to match new products, services or customer expectations, create a strong first impression for a start-up or redefine a business after a merger or acquisition, a new motivating, differentiating brand identity is critical to business success.

## *Here's how we get there*

Defining and developing a new brand identity starts with a deep understanding of your business. To uncover insights that create emotional attachments between brands and their customers, we use a process we call Affinity.™



### PRESENT

This phase of Affinity examines your situation from four unique perspectives: your business, the marketplace, your competition and, most importantly, your customers.

#### **Discovery and Brand Workshops**

Together, we will identify key audiences, define the current and desired future state of the brand and explore opportunity areas for brand development.

#### **Brand and Competitive Audit**

Gain an understanding of the current competitive landscape, positioning, differentiation and claims that determine how to shape the best identity for your brand.

#### **Primary Brand Research**

Conduct research that informs brand strategy and identity, uncovering new insight and defining the most salient and differentiating characteristics about your brand.



### OPPORTUNITY

This phase of Affinity defines brand strategy, effectively and meaningfully differentiating your brand.

#### **Brand Positioning**

This is the essential foundation for what your brand stands for, how it's better and why customers, employees and other stakeholders should care.

#### **Value Propositions**

Crafted from a comprehensive set of proof points and reasons to believe, this will drive the overall strategic creative platform and, ultimately, your brand identity.

#### **Brand Architecture**

A blueprint for how brand offerings and entities are presented to the market. Also provides structure for how various products and services ladder up to the Brand Position.

# NEW BRAND IDENTITY



## CREATIVE PLATFORM

In this phase, we develop the new brand identity and the elements needed to activate it successfully in the marketplace.

### Brand Identity Elements

Name, logo and tagline development, the expression of what your business needs to be.

### Brand Guidelines

A set of rules providing brand governance and direction on proper usage of the name, logo, tagline, colors, graphics and fonts to ensure relevance and consistency in the marketplace.

### Campaign Concepts

An expansion of the creative platform to show how the new brand identity is activated in on- and off-line marketing communications channels.

## What you can expect

EMA Brand Identity experience spans both B2B and B2C, helping our partners achieve their business and brand objectives in the healthcare, financial services, technology, energy, paper and packaging and other sectors.



## FIND RELATED EMA SERVICES

- Brand as Friend® Assessment
- Content Marketing Strategy
- Success Planning: Measurement/Analytics
- Product Innovation Consulting
- New Product Launch

## TURNING BRANDS INTO FRIENDS

Building a brand in this dynamic digital age requires an entirely new approach. A philosophy that positions your brand not merely as a product or service, but as a friend. We call it **Brand as Friend®**. This unique approach not only gives you more ways to connect than ever before, it builds your brands, engages customers and generates sales.



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