

# Is your brand lonely enough?



Successful brands are lonely! Lonely brands occupy a unique part of customers' minds. This can be achieved when brand owners can visualise what makes the brand unique, when this uniqueness is supported by the personnel's actions and behaviours and these actions are delivered through the customer experience. This tool is about defining the uniqueness of the brand in a way that is commonly understood and delivering it to the customer's promise and experience.

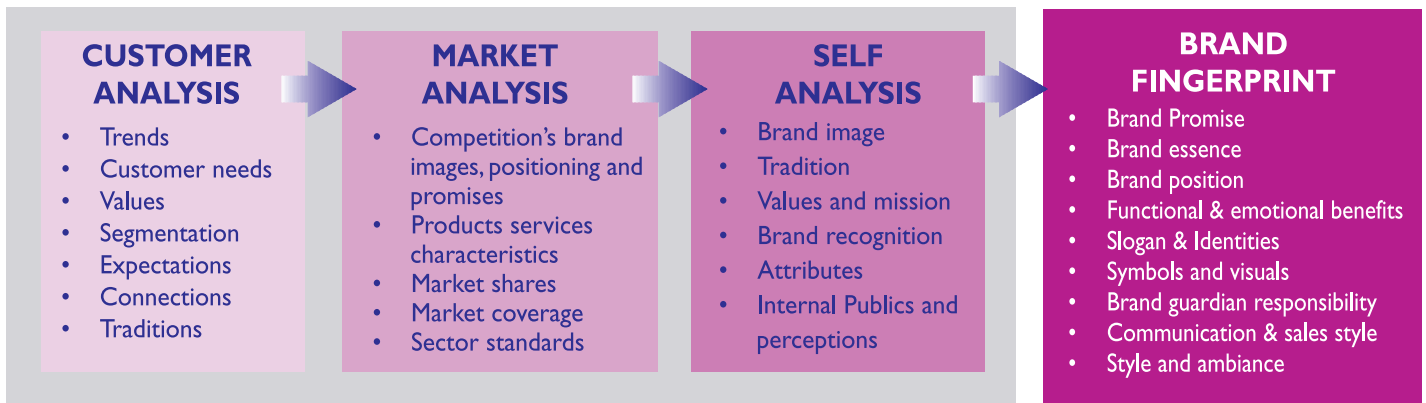
## Four steps to a successful brand

This tool is a result of our enthusiasm for brand building and experience, which we like to share with our customers so that they know what to expect. It was created to help us standardise our work and help our customers understand our way of thinking.

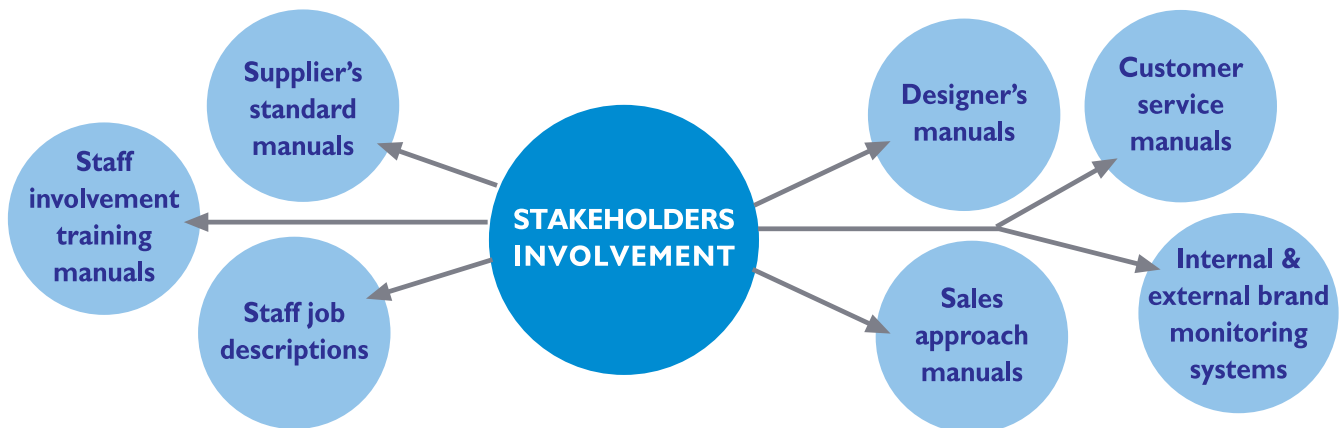
### BRANDING PROCESS: Four steps to a successful brand®



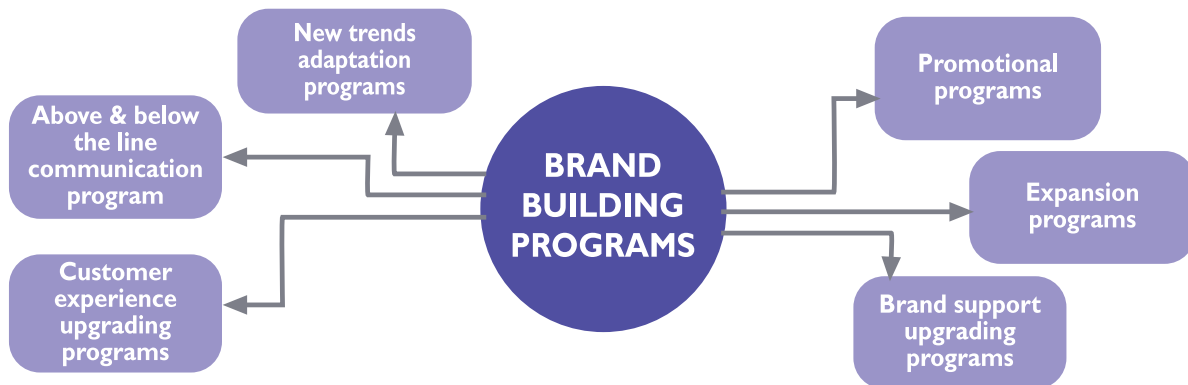
**STEP 1: SOLUTION** Analysis to help Brand Builders develop the Brand Fingerprint



**STEP 2: INVOLUTION** Behavioural and Communication manuals to enhance Brand Experience



**STEP 3: EVOLUTION** Consistent Intenal & external brand building programs



**STEP 4: REVOLUTION** Brand promise and experience alignment monitoring

