



Global Brand Management—Setting a New Course

Strategy for a Strong Global Brand

A well-defined, well-positioned, strong global brand influences employees, clients, and investors to think of a company in terms of positive brand attributes: quality, dependability, trust, reliability, value—purchase influencers. It is the reason why people evangelize a company.

Brand building is a process that establishes and solidifies an emotional and passionate relationship between a company, its employees, clients, and investors. Branding influences virtually every activity in the enterprise with each contact touchpoint—with sustained emphasis on the sales force. The most important communicator of a brand’s meaning and the promise it conveys is a company’s employees—happy, brand educated, and properly utilized employees.

When done right, branding drives profitability, lowers client acquisition costs, increases client retention and loyalty, and allows organizations to hire and retain talented employees. On a balance sheet, brand equity is represented in customer goodwill and as a significant portion of financial value.

A strategy for a strong brand requires that the right resources be in place to successfully implement a holistic (internal and external) integrated marketing communications brand campaign. The right resources include leadership, management, and creative services. Maintaining and reinforcing a brand is labor intensive and requires daily attention to detail by brand marketing and creative experts. A brand is a living entity that must be continually nurtured with creative leadership and management or the brand becomes static and loses its positioning—which translates into decreased revenue.

Brand Management Vision

Define a global enterprise-wide creative brand management strategy that encompasses every touchpoint of client contact in order to increase brand recognition and generate top-line and bottom-line growth.

Brand Management Mission

Ensure that the brand messaging and corporate identity are consistently implemented globally—with a local point of view—reaching every TouchPoint by providing creative communications services, strategic direction, and tactical solutions.

Future State

Branding is more than just a logo and a brochure. Branding is concepting, messaging, interfacing with employees and clients, advertising, developing marketing communications materials, event marketing, Internet and intranet marketing (a piece of the pie), plus governance to ensure that the standards are consistent and kept up to date—and it is the delivery of metrics to prove that the firm’s investment in the brand is providing a strong ROBI (return on brand investment).



marcomsolutionsguru.com

○ 770.916.0811 M 404.313.0286 F 530.323.8252 E jackie@marcomsolutionsguru.com A 4050 Columns Drive Marietta, GA 30067