

“BRAND NEW”

Brand New is a dynamic process originally developed for FMCG clients to enable them to develop brands and brand strategies for their new products.

It is a simple 4-step intervention that takes participants, working in syndicate groups, through a process to identify how they want to be perceived, how they perceive themselves, what they represent, what their values are, what their consensus mission statement is (or should be), how they want to be regarded by their peers, how they want to be communicated with, how they want to be remembered, what impact they want to have on the business and on their customers...etc.

In fact it gets them to explore the very facets that would effectively define a brand - were they to create one for their own department or job function.

The process involves lively debate - strict and tight timelines and creative outputs using non written, illustrative formats such as mood board, collage and presentation. It is very powerful and lasts between 2-4 hours.



The 'journey' we take teams on is a simple one. It explores key behavioural and emotional facets that make up the teams' collective experience. From this we derive the 'Brand' essence.

The steps are:

- Step 1:** The customer experience (with reference to both internal and external customers)
- Step 2:** Knowledge and understanding
- Step 3:** Feelings and Associations
- Step 4:** Focus & Actions

The buy-in is total as the process is driven by and for the whole team and thus is not perceived as just another management initiative.



"Your brand is created out of customer contact and the experience your customers have of you"

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