

# BRAND JOURNEY

Where is your organization?

## EARLY TACTICAL

### Goal

Meeting short-term objectives or single-activity needs.

### Actions

- Tasks created to meet short-term tactical needs.
- One-off activities with little to no brand consistency.
- Brand vision or promise not evident in materials.
- Activities not coordinated to serve organizational reputation.

## COORDINATED TACTICAL

### Goal

Creating brand awareness and a unique organizational "fingerprint."

### Actions

- Competencies defined.
- Personality expressed.
- Materials have a consistent look and messaging.
- Official logo, letterhead, and limited collateral in place.

## STRATEGIC FUNDAMENTAL

### Goal

Building rapport and enduring relationships with stakeholders.

### Actions

- Brand promise defined.
- Unique selling propositional defined.
- Brand identity messaging developed.
- Brand guidelines developed and operationalized.

## STRATEGIC LONG-TERM

### Goal

Building trust, brand value, and competitive advantage.

### Actions

- Brand strategy and architecture developed.
- Communications plan crafted and implemented.
- Appropriate budget allocated.
- Dimensions of brand value tracked.

## STRATEGIC SUSTAINING

### Goal

Maintaining stakeholder loyalty, perceived quality, and leadership position.

### Actions

- Brand strategy resonates with stakeholders.
- Brand architecture maintained and supported.
- Strategies and tactics refined.
- Measurement systems strengthened.

