THE BNBRANDING PROCESS
1.
Research & Discovery
Market
Consumer
Competition
Operation
Culture
2.
Brand Strategy
Brand Positioning
Value Proposition
Brand Personality
Values & Attributes
Core Messages
3.
Brand Identity Development
Naming
Identity design (logo)
Tagline
Product Packaging
STRATEGIC INSIGHT
BNBRANDING
TACTICAL EXECUTION
4.
Website
Site Planning
Tools & Functionality
Concept, Copy, & Design
Programming
Search Optimization
Maintenance
5.
Marketing Planning
Prioritized tactics
Budget
Timelines
Media Plan
6.
Tactical Execution
Digital Advertising
Traditional Advertising
Email Marketing
Content Marketing
Web Videos
Presentations
POP Displays
Direct Response
RELEVANCE • CREDIBILITY • DIFFERENTIATION