



Alignment

At this point you will have a differentiating brand vision that is built on insightful research, constructed by your team and tested.

But you have hardly started.

It now needs to be delivered.

Brand Alignment ensures that the brand delivers exactly what it promises it will. To get it right, companies need to align their brand critical process and the behaviours and attitudes of their people to the vision.

Sounds simple.

And it is!

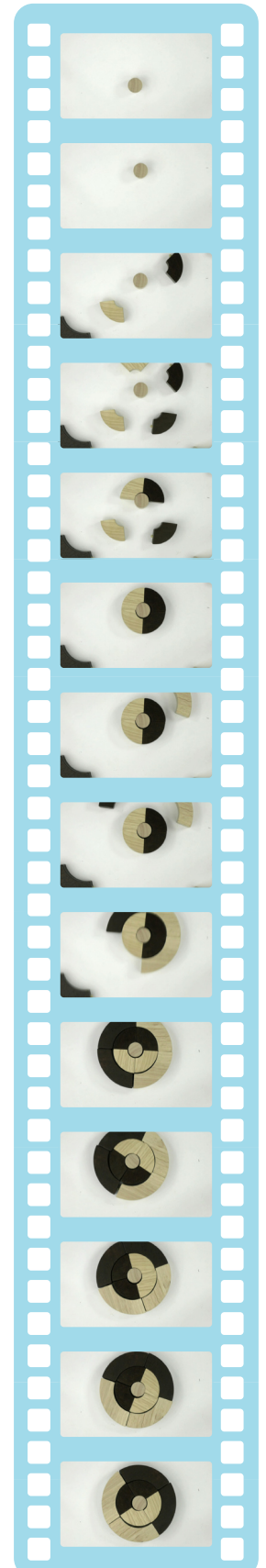
Here is an example which illustrates how it is done.

Hamley's, has been a great brand and it is in the process of aligning for the future as the dynamics in its market have changed dramatically.

They started with a really strong brand vision.

Then we created walkthrough teams. These are teams of people from across the business (store staff, back office staff, IT, accounts, marketing, purchasing etc). We immersed them in the brand strategy, organised them into teams and then let them walk through the business by tracking the customer journey and looking for places where the new vision is delivered, we call these brand hot spots, and places where it isn't, we call these, brand leaks. They used cameras and note books and loved it!

The output from the walkthroughs helped us identify 7 brand critical factors and for each one we helped build a route map which identified where the brand is now and where it needs to be. Some of the things on the route map would take months or years to implement whilst others were changed overnight.



Like any good route map you get to see the milestones along the way and this helps you get ownership, helps you review progress but more importantly it helps you prioritise those projects that can change the brand critical processes and the brand critical behaviours.

Of course, measurement is key in all of this and it is likely that it will need to change (see Balanced Brand Scorecard) but that's it, nothing more to it. Brand Alignment in three easy steps. Exploring, Visioning and Aligning. It ensures that you build your brand in the only way that it will succeed in the future; from the inside and out.

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