



Exploring

Let's start with a question.

Do you want to know the truth?

The truth about what your customers, competitor's customers, the media and your staff think and feel about your brand? In fact, do you want to know the truth about what anyone who has influence in the customer journey thinks and feels about your brand?

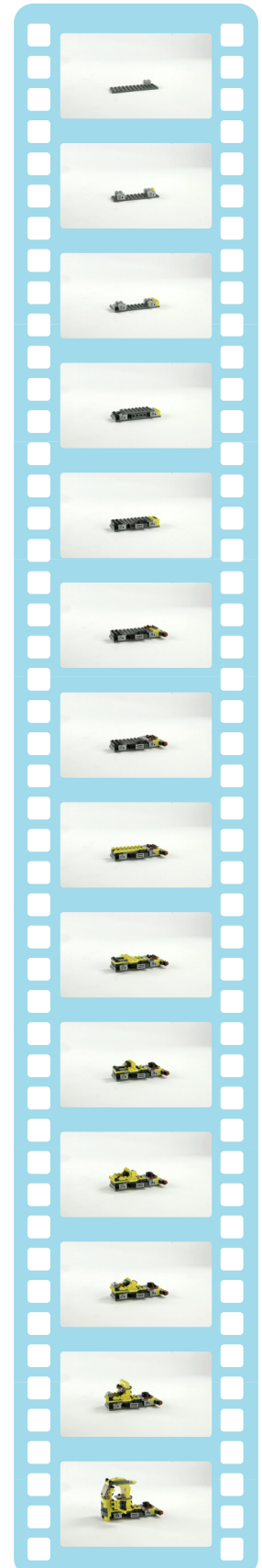
Discovering these truths is not easy but it is the essential first step in Brand Alignment. Not having the truth is like trying to build a house without foundations.

In order to establish the truth, nearly all brand alignment programmes start with a stage we call 'Exploring'.

We call it 'Exploring' because that is exactly what it is – a 360 degree exploration of the brand with all those people and organisations that will influence its success. We discover the brutal truths and the emergent trends and begin to establish what the brand could stand for in the future. And we don't simply ask questions, we make sure that we interrogate people with our own unique interrogation techniques.

Because we must have the truth, and want to look to the future, we usually seek inspiration from other sources. This means leaving the structured world of research, or as we call it, 'The Research Zoo', and exploring deeper and more creatively by going to the jungle - we call it; Jungle Research.

Jungle Research means going to unconventional environments and places where there are impacts on your brand that you may not even know exist. Jungle Research has taken us to Strangeways prison, led to interviews with Claire Balding and made us become parcels for a day.



The Exploring stage is the crucial first step to successful brand alignment. But it is not always our first step. We sometimes inherit 'research' and turn that into stimulus but, either way, it is crucial that we have it so that it forms the foundation to the process.

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