



## What we do - Starting point

### The New Era of Brand Building

The skills and disciplines needed to build a brand have changed.

This is the era of realism, cynicism and media fragmentation. Experience is more important than message, people are less trusting of brands and they make ever higher demands of them. Brands have no hiding place and there is a growing assertion that how well a brand aligns its position and values across the entire customer journey will be the determinant of success or failure.

The proof is all around us. The brands that don't deliver their promise see dissatisfaction, loss of recommendation, higher customer churn and loss of revenue. When brands are fully aligned the opposite occurs. Satisfaction goes up, they get recommended, customer more likely to want to repeat their experiences and they grow share. In short, they thrive.

It made us angry when we heard how companies were being told that they could change their logo, run a few ads and suddenly everything would be rosy in the garden. The implication being that they could change their brand almost overnight.

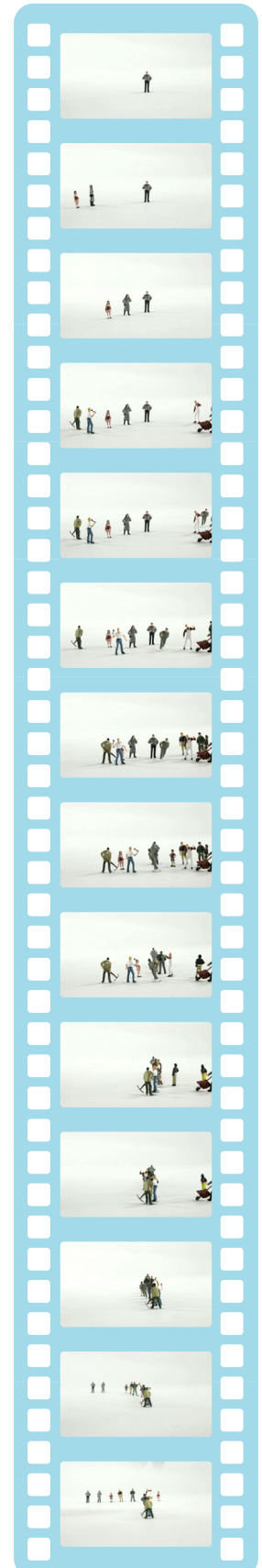
Nonsense.

So in 2001 we left advertising and formed Brand Vista.

We set about developing a unique blend of skills to make Brand Alignment happen. We needed researchers and people who can help clients create their brand vision and we needed people with change management skills to ensure the alignment process is effective, efficient and in bedded.

Then we created a simple three stage process.

- Exploring – we conduct a 360 degree exploration of the brand. We discover the brutal truths and emergent trends and work out where the brand could go.



- Visioning – we develop a clear, concise, simply expressed brand vision, not a whole lot of intellectual mumbo jumbo. We do this with you so that you own it.

Alignment – the delivery of the brand through your organisation so that your brand delivers the promises it make to your customers consistently.

And, what's more, we do it fast.

Teamwork and a love of what we do lie at the heart of our company. And we believe that in the new era of branding Brand Alignment is the only way to build a brand, that it helps an orgainsition pull in one direction, provides differentiation and underpins success in many areas. It is not just a belief, though, after working with many leading brands since 2001, we have the proof.

[www.brandvista.net](http://www.brandvista.net)

