



Visioning

A genuinely differentiating vision for a brand that drives a whole company forward is the Promised Land.

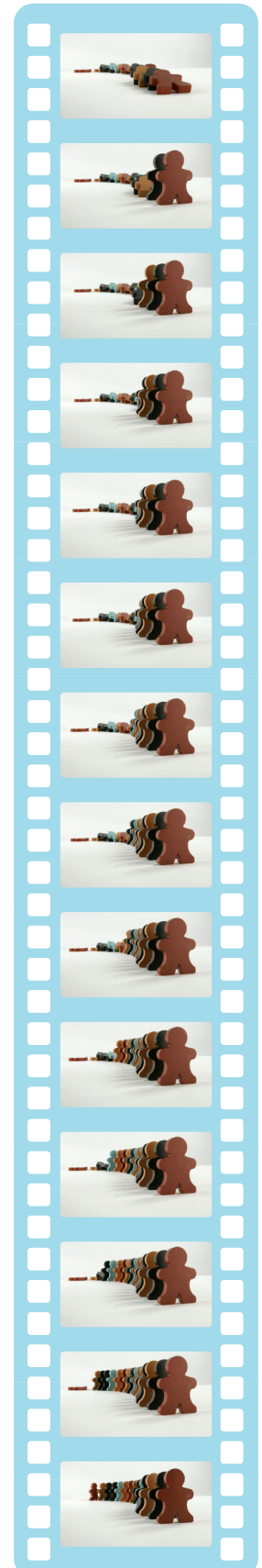
Getting there takes a mix of rigorous process, a touch of madness and some constantly applied principles that will make the difference between success and failure.

- Inclusivity is key. Many people will be responsible for delivering the brand so the responsibility for building it must be shared. We do this with a carefully constructed engagement programme and a creative visioning event designed to explore all the options.
- It must be built on innovative; truly insightful research that uncovers emergent trends and really gets to the truth. Of course, our Exploring stage is designed to do this.
- It must be tested with the audiences that matter. Brand visions constructed and agreed without testing are doomed. Unless you are lucky.

Here is a quick example of one visioning process that led to the re-birth of a brand and its subsequent commercial success.

Our Madame Tussauds exploring programme revealed that the brand was at a cross roads and needed major re-construction. We talked one to one to all the main stakeholders and then held a Visioning Event where a cross functional team of people came together to explore different futures for the brand.

As part of the day, people brought along things that captured what they thought the brand should stand for in the future. They brought along pieces of music, poetry and pictures to help them articulate their thoughts. The event was designed specifically to get the best out of the team and not to stifle creativity.



The output of the Madame Tussauds event was a number of potential brand visions that were then tested in the marketplace. The brand vision that came through after testing was expressed, as all our brand visions are, by answering a few simple, basic questions. Simplicity and clarity are key if the new vision is going to drive a business.

If you can't get a brand vision onto half a page, you are wasting your time.

Once we had done that we began to get the people and the processes aligned to deliver the vision. Then the really hard work began.

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