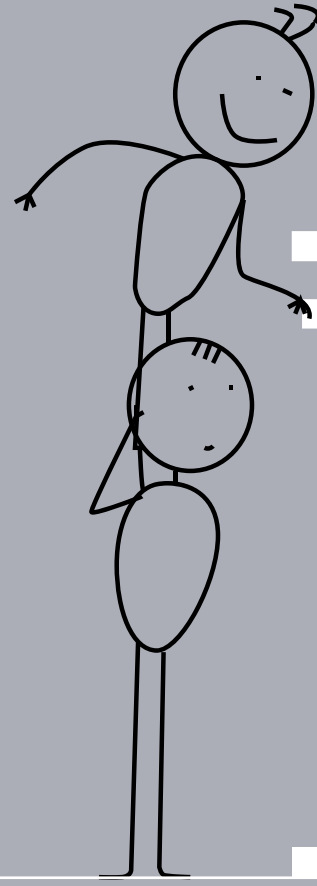


# The incorporated brand

**6 steps to increased brand value**



**Investigation**

**Insight**

**Inspiration**

**Imagination**

**Integration**

**Implementation**

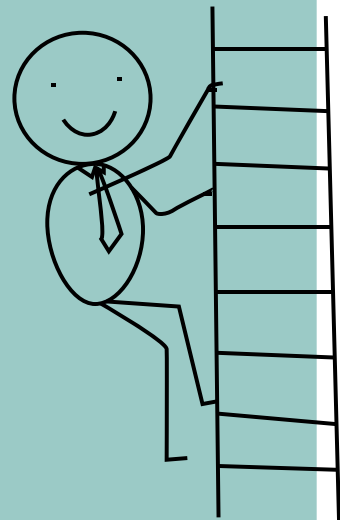


# Investigation

**Share** business plans, existing strategy, brand assets

**Research** markets, competitors, opportunity

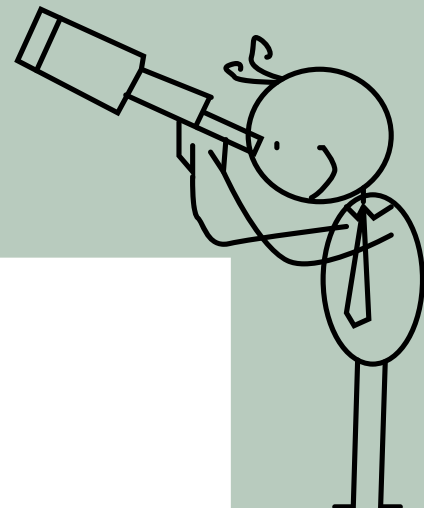
**Question** discuss, clarify, agree aims

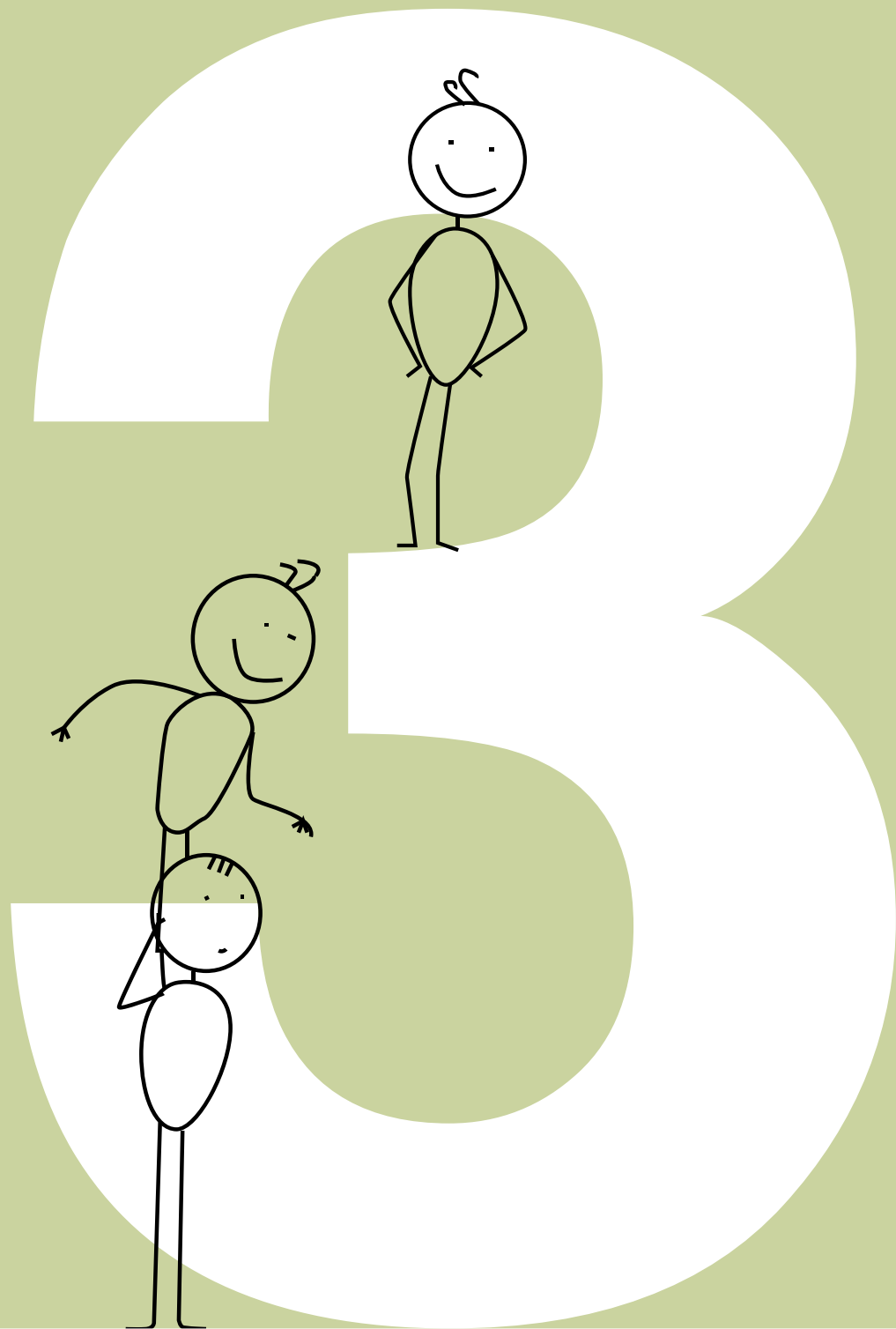


**Getting started on your work** Share and review business plan and marketing plan. Gain full understanding of where the business is going in the next 5 years Share any existing market intelligence and insights. Review findings from any other market or client research including internal interviews and reviews from other group companies Gain understanding of any mandatories or marketing limitations in place through company internal politics, e.g. levels of self administration or historical identity that must remain in place. Match objectives with strategic branding Recommendations write and agree creative brief.

# Insight

**Distil** essence  
**Prioritise** opportunities, mitigate risks  
**Write** creative brief

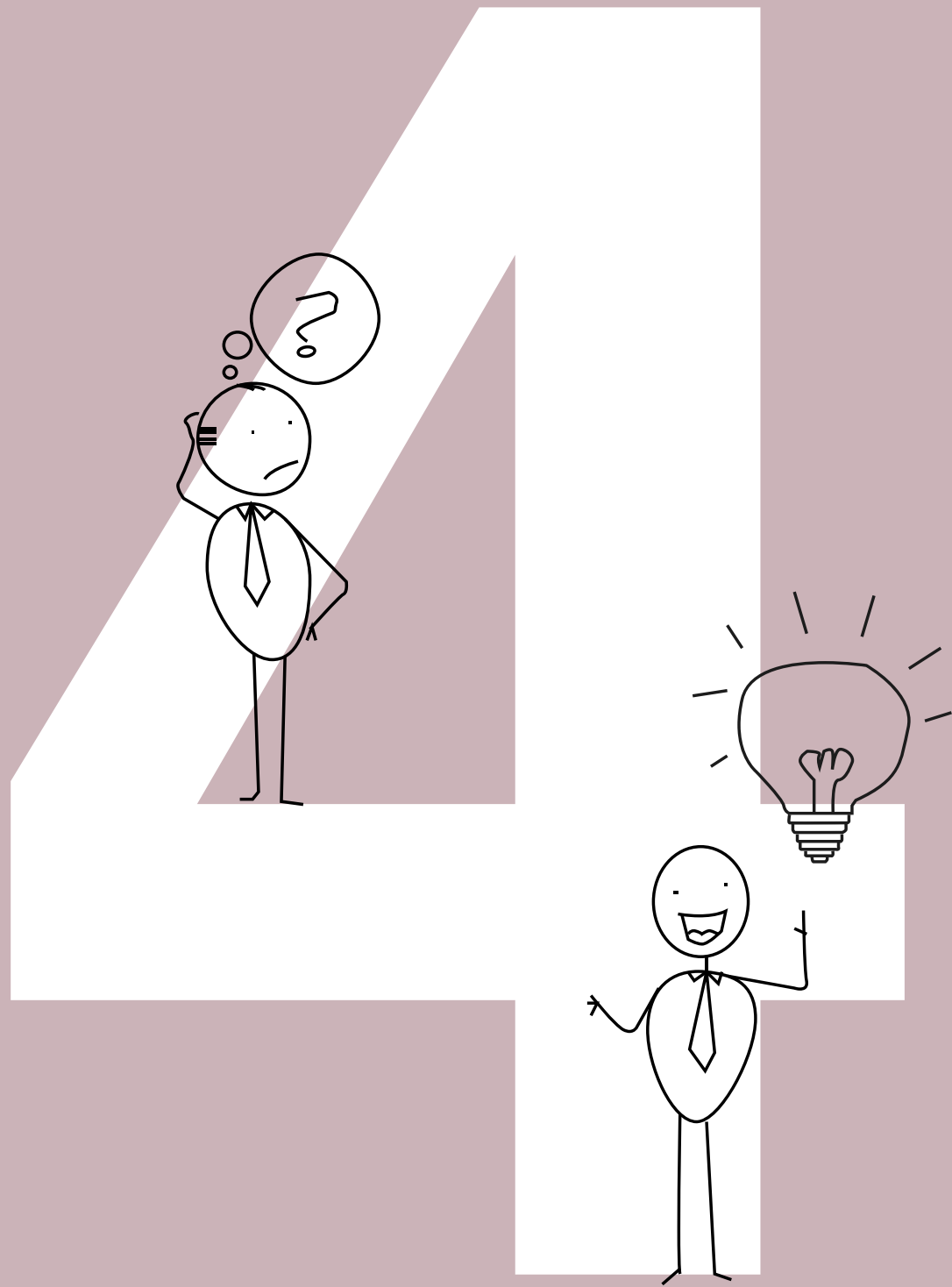




# Inspiration

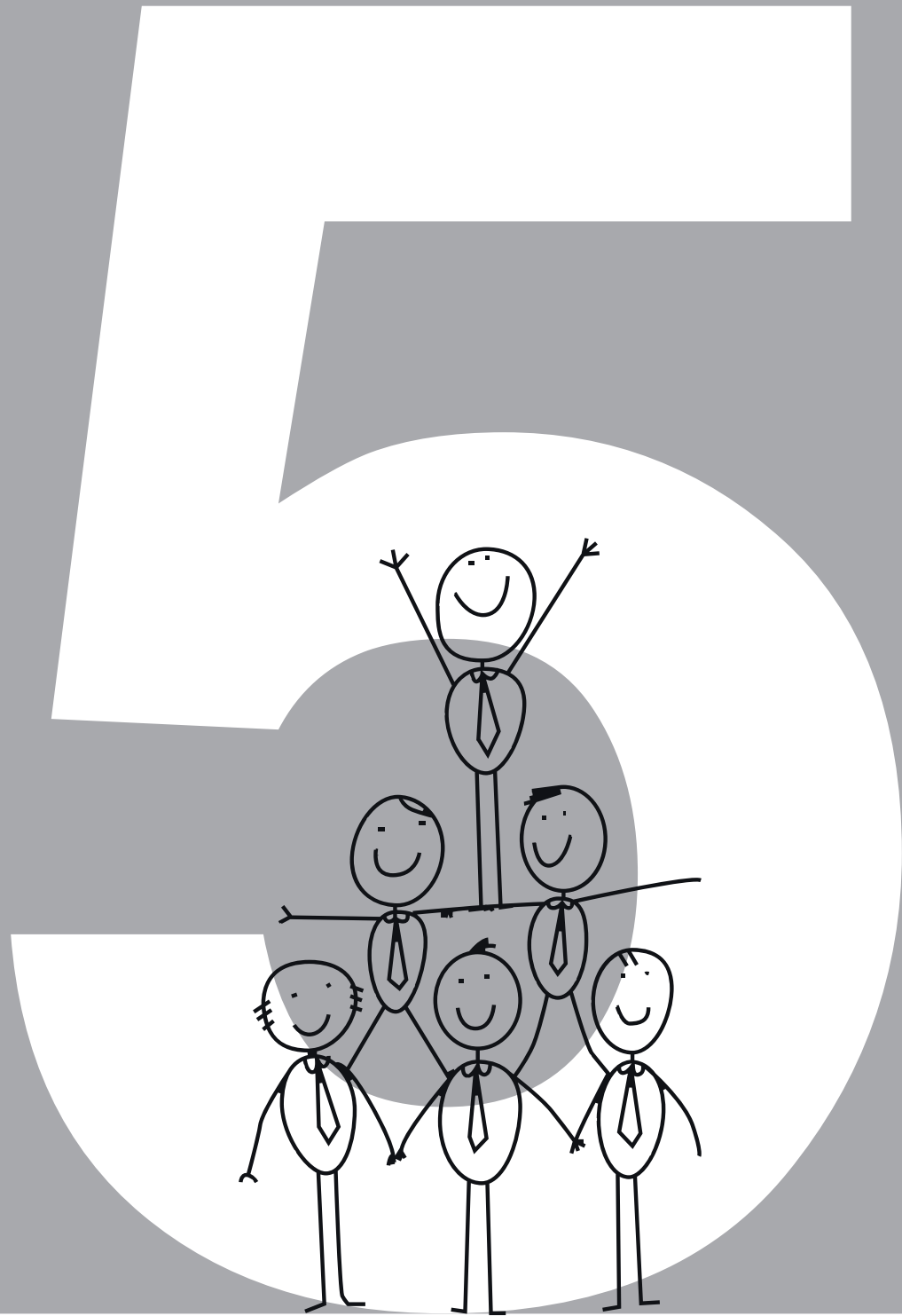
**Look** refer  
**Weave** cross pollinate  
**Make** mood boards

**Defining the brand** Making the brand a critical business tool to build more meaningful relationships internally and externally. Building the brand. Turning the brand into an action plan that ensures it is central to everything. Living the brand. Helping every employee to become an ambassador for the brand.



# Imagination

**Conceive** the big idea  
**Create** design visuals  
**Define** the proposition



# Integration

**Combine** synergy and synchronicity

**Extend** make your brand further and wider

**Connect** engage, affect, attune

**Our core business** as a creative marketing company is providing full-service solutions to our clients. The best bit about incorporating all disciplines is that it makes life much more interesting. At Design Incorporated our hard-working specialists are busy creating campaigns for all kinds of media through all sorts of channels. All of these are bound together by one thing. We think incorporated.



# Implementation

**Plan** organise, schedule, communicate  
**Manage** co-ordinate, quality, deliver  
**Execute** deploy, measure, improve

**How we service our clients** Upon commencement, all projects are allocated a core team. A nominated, single point of contact Project Director will be accountable for the smooth running of the project. A client contact will be nominated for content - copy, imagery and translations, approval of proofs, server administration and URLs and invoicing. A service level agreement (SLA) can be provided Regular project status reports will be raised Regular conference calls will be set up. Proofs will be provided at each stage of the creative process.



### **Brand Innovation**

Opportunity definition  
Research  
Insights  
Foresight  
Sustainability  
New products and services  
Brand extension  
Business models  
Organisational change  
Brand futures

### **Brand Strategy**

Segmentation  
Portfolio strategy  
Sustainability strategy  
Brand positioning  
Brand architecture  
Brand analytics  
Brand Gap measurement  
Platform, channel & media

### **Brand Design**

Visual and brand identity  
Narrative  
Packaging and product design  
Retail and point of sale design  
Environment  
Service design  
Communications  
Employee engagement  
Sustainable design

# Our brand services



**Frank Norman**

Client Services Director

**t** +44 (0)1784 410380

**e** frank@designinc.co.uk

**David Parker**

Branding and Marketing Consultant

**t** +44 (0)1784 410380

**e** david@designinc.co.uk



# designinc