



BRANDprintSM

Setting Your Brand's Course



The goal of any brand management process should be to attain, retain, or regain a brand leadership position:

- Creating a new brand
- Repositioning an existing brand
- Defending a brand leadership position
- Repairing brand damage (i.e., baggage)

The entire BRANDprint research process provides a blueprint for organizations to gain and maintain a healthy brand. Its four phases engage all key internal and external stakeholder groups in an information gathering and processing forum.

- The first phase - **Where are we now?** - provides an understanding of the current competitive landscape along with your strengths and weaknesses, as well as opportunities and challenges. This phase helps set the realities or parameters for moving the brand forward.
- The second phase - **Where do we want to go?** - focuses on determining what opportunities exist for (re)positioning the brand, defending the brand, and even repositioning the competition.
- The third phase - **How do we plan to get there?** - serves to evaluate the brand position and its executional requirements to ensure that the strategy objectives are being met (i.e., the promise is on target and can be operationalized).
- The fourth phase - **Are we on track?** - monitors your brand position over time to ensure that it remains on track with the target audience(s).



To learn more, contact:

Rob Klein, Founder & CEO

(630) 455-1773 | rob@kleinandpartners.com

Toni Klein, Co-Founder & Digital Practice Lead

(312) 315-3955 | toni@kleinandpartners.com

