

Services

Realisation is the bottom line

Brand Consulting | Brand Steering

Brands move people - but how does one actually move brands?

Using proven tools, Greenkern helps you to move brands into the desired direction and, together with you, will design suitable tools for the implementation and realisation of brand models. Following the development of a strategy, the most important work has only apparently been completed. Realisation is the bottom line, however. As with the retarding moment in a drama (fr. retarder "to retard / to delay"), the implementation phase is where, often, everything can change once more and departures from the envisaged goal might threaten (in the case of a comedy: the happy end). In order to develop their full potential, therefore, brand strategies must be supported by all people with brand responsibility. This is the only way that the brand can be moved into future directions and becomes approachable and experiential for interest groups and co-workers. We achieve this through training sessions and guidelines. We get all interest groups on board during workshops and - if you desire - will direct the realisation of the strategy as a lead agency. The jointly developed brand platform thus becomes the strategic starting point of transforming your brand.

Our Service Modules:

- ▶ **Brand Guidelines | Brand Manual**
- ▶ **Brand Executive Board**
- ▶ **Brand Trainings**
- ▶ **Brand Academy**
- ▶ **Employer Branding**
- ▶ **Brand Workshops**
- ▶ **Brand Assist | Lead Agency Role**

Contact Links:

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Further Greenkern Services:

Brand Analytics

No inspiration without insight

Brand Strategy

Brands need a point of reference

Brand Experience

Brands must be rooted in reality

New Brand Territories

Brands need courageous strategies

International Brand Management

Open new doors for the brand