

Services

Brands need a point of reference

Brand Strategy

Brands are projections of ideals. The more these are in line with the desires of the consumers and 'Users', the more likely they are to succeed.

The most important parameter to define a given brand is that of factual as well as emotional relevance, since a brand that neither delivers the right products nor the correct messages cannot be successful. This applies for all brands: major international brands as well as the smaller nationally operating brands. In several, logically consecutive steps, Greenkern defines the strategic point of reference for a given brand. If – based loosely on Wittgenstein – it is true that words determine our manner of thinking, then it would also be true that the brand platform determines the manner of thinking and acting of people with brand responsibility.

Our Service Modules:

- ▶ **Brand Framework**
Brand Core
Mission Statements
Brand Competence
Brand Vision
- ▶ **Brand Message Management**
Brand Agenda
Marketing Calendar
- ▶ **Creative Framework**
Creative Brief
Brand Story
Mood Film

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Further Greenkern Services:

- Brand Analytics**
No inspiration without insight
- New Brand Territories**
Brands need courageous strategies
- Brand Experiences**
Brands must be rooted in reality
- Brand Consulting & Steering**
Realisation is the bottom line
- International Brand Management**
Open new doors for the brand