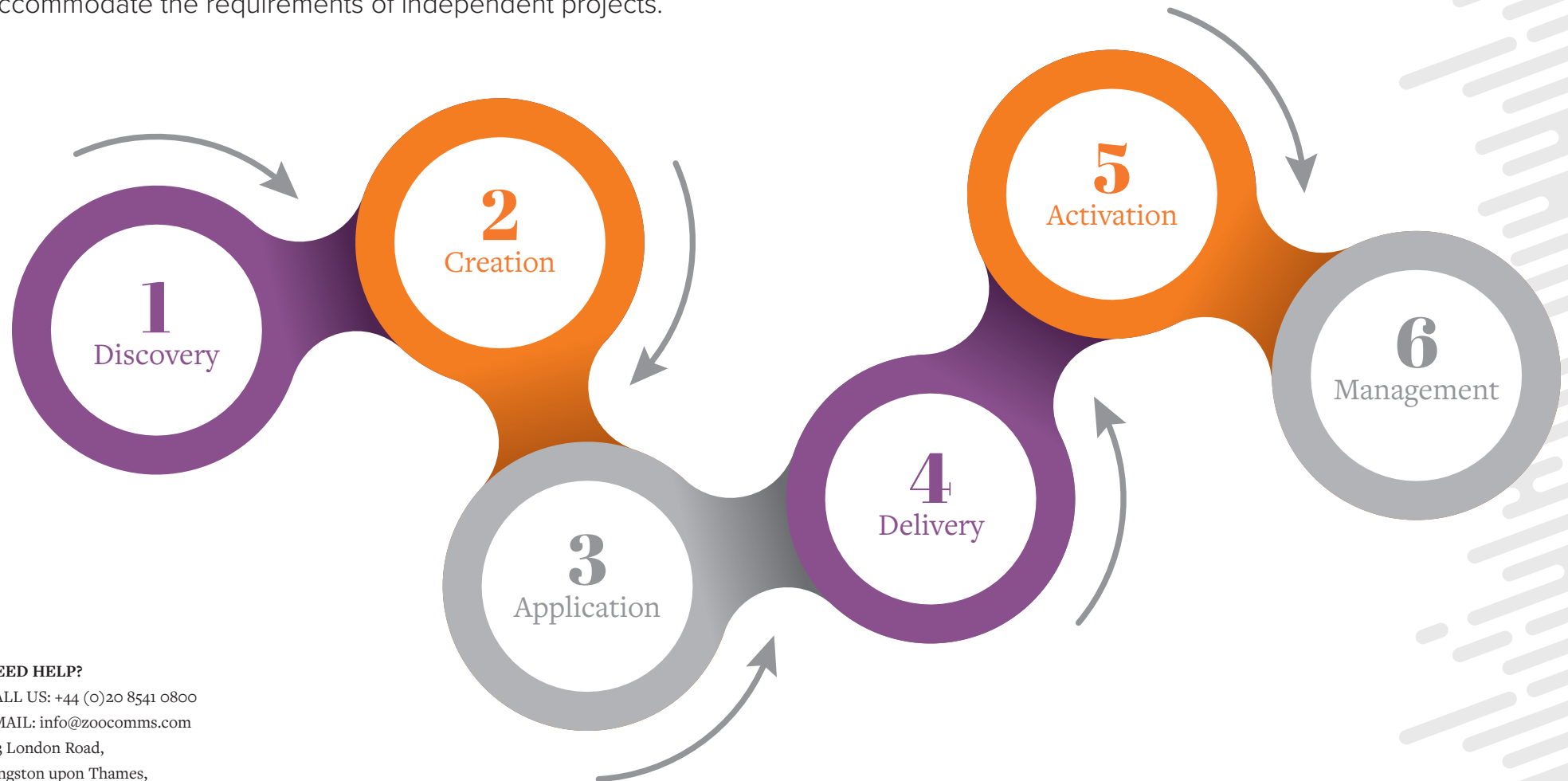


The Branding Process.

Typically, ZOOtech works in six stages, being adjusted to accommodate the requirements of independent projects.



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The Branding Process.

For each project, we define what the objectives are, the scope of work and present the results of each stage. Consequently, you will know exactly what each stage sets out to achieve, the means and method it requires, what deliverables to expect and what services, if any, will be carried out by third parties. Each stage will be agreed and signed off by you before the next stage progresses.

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BRANDING PROCESS

1

Discovery

- Establish a steering group
- Clarify objectives
- Agree timelines and milestones
- Brand workshop
- Competitor analysis
- Market research
- Audience insight
- Messaging matrix

2

Creation

- Brand architecture
- Brand maps
- Vision & mission statements
- Values, personality & character
- Brand essence
- Brand positioning
- Brand proposition
- Identity development

3

Application – assets

- Tone of photography
- Stationery set
- Brochure visuals
- Website page
- Third party branding
- Tone of voice
- Strapline
- Brand story

4

Delivering the brand

A tool box typically includes the following items:

- Brand guidelines
- All approved visual and verbal applications
- Sample collateral templates

(All these items can be delivered in phases).

5

Activation – bringing staff on board

- We can train staff so that a brand lives operationally at every touch point on a clients' journey:
- Introduction and brand familiarisation
- Define and describe the desired standards
- Analyse and understand competitor set
- Design and establish practical steps for staff to deliver brand through desired outlets
- Monitor, measure and review

6

Management – working with you

- We can act as brand guardians, working with you on an ongoing basis offering stewardship and consultancy, ensuring compliance to the brand
- Permanent point of reference for the production of all internal and external of communication assets
- Regular meetings to analyse output and ensure continuous quality
- Development of visual and verbal identity, new collateral and campaigns
- Continuous consideration for clients' journey and all touch point.